

INSUR LAB.

LEADING LIFE INSURANCE WEEKLY

SEP 8 1921

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, SEPTEMBER 8, 1921



Standard Opportunities

The man who "gets there" soonest and most satisfactorily is not the one who spends his youth looking for hundred to one shots.

Rather, he looks for a good, standard opportunity and, finding it, holds to it. He knows that consistent attention to that one line, evenly balanced between work and pleasure, will bring him a steady income that increases with gratifying regularity.

It is such standard opportunities that the Standard Life offers. Since its organization the company has held

staunchly to the soundest and most nearly perfect ideal of business—standard methods of selling, a standard commodity to standard people, and the remarkable success it has made is just one more example of the inherent worth of the ideal.

The steady growth of the company along standard, well planned lines makes fine opportunities for men who have the foresight to adopt for their personal careers the same ideal of standardization that has proved so result-getting for the Standard Life.

STANDARD LIFE INSURANCE COMPANY

J. R. PAISLEY, President

Decatur, Illinois

W. D. LIPE Agency Director

Progress of the Equitable

NEW FEATURES INTRODUCED IN A DECADE

Group Life Insurance
Group Disability Insurance
Safety Inspections for Groups
Home Purchase Insurance
Refund and Cash Refund Annuity
Income Bonds for Old Age
New Convertible Policy
Corporate Policy
Endowment Annuity at 65
Liberty Bond Policy
Retirement Annuity
New Survivorship Annuity

Non-Cancellable Accident
and Health Insurance
Premium Waiver Clause
Disability Income Clause
Double Indemnity Provision
Excess Interest Dividends
Post Mortem Dividend
Endowment Conversion Privilege
Educational Fund Agreement
Salary Continuance Agreement
Free Health Examinations
Special Training for Agents

INSURANCE
THAT
INSURES

PROTECTION
THAT
PROTECTS



GROWTH IN A DECADE

	1920	1910	Increase
Outstanding Insurance Dec. 31st.	\$2,656,524,971	\$1,347,158,692	\$1,309,366,279
New Insurance.....	529,559,921	107,965,091	421,594,830
Assets Dec. 31st.....	627,141,737	492,197,585	134,944,152
Liabilities Dec. 31st.....	539,140,795	409,538,600	129,602,195
Premium Income.....	95,354,787	53,160,164	42,194,623
Total Income.....	132,156,942	76,289,493	55,867,449
Payments to Policyholders.....	72,683,550	53,119,070	19,563,880

THE EQUITABLE
LIFE ASSURANCE SOCIETY
of the UNITED STATES

120 Broadway New York
W. A. DAY, President

The National Underwriter

LIFE INSURANCE EDITION

Twenty-Fifth Year No. 36

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, SEPTEMBER 8, 1921

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OUTLOOK FOR BUSINESS IN NEXT FOUR MONTHS

Many Underwriters Believe September Will See Revival Great Enough to Make Up Losses

CROP CONDITIONS GOOD

Danger, However, of Too High Expectations—Will Take Time to See Recovery

Life underwriters are awaiting the opening of the fall campaigns with interest, to see whether the life insurance business will be able to live up to the expectations of the many optimistic agents and officials. It has been said frequently during the last few weeks that with September the life business would see a revival of such magnitude that the losses of the first half of the year would be nearly equalized with increases. It would be practically impossible for most of the companies to surpass last year's total, as the average decrease in new business for the first half of this year was 25 percent. Such a loss could not be made up in the four months remaining, but many of the company officials and general agents have expressed their opinion that the revival in business would be such that this year's total will be able to very nearly equal the high point in insurance history of 1920.

Achievement Difficult

There will be a great amount of work necessary to accomplish this. It has been estimated by one official that the last quarter of the year will require 30 percent of the year's total business in order to make the quota. Thirty percent of the premium income of 1920 is a sum that will take unusual work to equal under the best circumstances and adding the loss in income, experienced by the majority of the companies, the gross amount is so great as to practically preclude the accomplishment of the prophecy.

Optimism is heard from many quarters, however, where it was believed that the opposite condition would exist. Much has been heard of the poor condition in Iowa and the business in that state has been taken as a reason for much of the pessimistic talk. However, the Iowa press and life company officials are strenuous in their utterances of the coming business revival and urge everyone to disregard the talk of Iowa depression. There is every prospect of a good crop in that state and a consequent increase in insurance. It is also pointed out that the work of the bankers in requiring protection for their loans has strengthened the value of life insurance in all rural districts and, provided conditions do not materially improve, but hold their own, a good showing is expected. It is now generally realized that the man who cannot afford life insurance is the very man that must

CURTAILING ON LARGE POLICIES

NEW YORK, Sept. 6.—Some life company officials have been making an investigation as to the mortality on the larger policies and have come to the conclusion that too much is exposed in such cases. It is known that some companies are completing plans for a mutual coinsurance arrangement whereby the liability on these policies can be reduced without disturbing the limit on a single life. Under a coinsurance arrangement one company steps in and guarantees to carry out all the conditions of the policy the same as the original company for a certain percentage of the face. As the companies have delved into their experience on the larger policies they become convinced that they are not nearly as acceptable as those of smaller denominations. The large policies naturally are taken by men who can afford to pay the premium. Some of these men have come into financial prominence within the last few years largely because of successful operations during the war period. Some men are promoters or engaged in speculative enterprises of various kinds.

Moral Hazard Accentuated

When a survey is made of the policyholders who carry large lines of insurance it is sometimes found that the moral hazard so-called, is greatly accentuated. Men of this type belong to numerous clubs, many of them are in society. They overeat and they overdrink. Some of them are compelled to solve strenuous business problems during the day and do the society act in the evening. The demands on them are very heavy. Many of these men are high strung and nervous. They are given to worrying over their affairs. They take long chances. They have risked much.

Hard to Get True Report

A medical director in speaking of these cases said that it is almost impossible to get a true report on these people. They are sagacious and up to all the tricks of the trade. They may have felt that they were not "hitting on all six" and hence, knew it would be wise to take on more insurance. This medical man said that there is a selection against the company in almost all cases where large policies are written. A company is almost helpless to protect itself. He further stated that almost all

these men who buy large amounts of insurance have well stocked wine cellars and are drinking more than they did when they could get it without difficulty at clubs, restaurants and so on. He further stated that many persons are drinking too much coffee, are having their food too highly seasoned and are smoking entirely too much. They can afford to buy all the luxuries. They indulge in the richest food. They go to their clubs during the noon hour and eat heartily. Their digestive apparatus is overworking a larger part of the time. Such men become susceptible to degenerative diseases. Their circulatory and digestive systems get out of shape.

Agents Use Pressure

Furthermore, in speaking of large cases a company official said that agents always use the greatest amount of pressure to have rules and practices waived in case of these large men. They are anxious to get through cases of this kind because it is a big advertisement for them. Therefore, they turn all their batteries on the medical department. They want more elasticity shown than would be allowed in case of persons purchasing a moderate amount of insurance. They desire their company to take the examination of some other company. Where a man has many demands on him the agent insists that the time given to the examination be restricted to the smallest possible period. There is not the opportunity, therefore, for the exhaustive examination that there should be.

Prepare for the Examination

Some of these wealthy men have premonitions of something wrong in their physical condition. They get themselves into shape where they think they are able to pass a satisfactory examination for life insurance. A life company may defer final action for 60 days or so. Then another medical examination is made and probably it is found that the blood pressure is much higher than was discovered at the original examination. This may show that the effect of the former treatment has gone and the applicant is getting back to his real condition.

Altogether the companies are not satisfied with the large policies. At least that is the case with some of them. They are urging their agents not to overlook the smaller cases.

carry some, if he desires to continue in his business relations.

Expects Average Crop

Many quarters cannot show the same outlook from the crop standpoint, for some states, such as the Dakotas, are said to be reporting great losses in crop estimates. This is not general, however, and at least an average crop is expected in most states. Rural business should prosper, as the funds that have been tied up for some time past will be somewhat freed by the unloading of this season's crops. The farmers are not enjoying an especially prosperous year, but they are in better circumstances than they were at the opening of the year.

The south is reported to have recov-

ered to a marked extent from the slump conditions of the past year and business should show a good increase in that section. As in all other sections, conditions cannot equal those just passed, but an improvement is anticipated and any change for the better is expected to loosen more money for life insurance.

Middle-West More Fortunate

The middle west is probable the most fortunate in the general business condition. Many factories are closed and others running on part time, but the average condition is better than can be seen in other parts of the country. It may be due to the fact that the middle west is not a one-line section, but has a showing of some of every class of busi-

(CONTINUED ON PAGE 7)

JOHN L. SHUFF IS THE NEW PRESIDENT

Big Convention of the National Life Underwriters Association at Cleveland

INTRODUCE NEW FEATURES

Much Discussion Centers About Hypothetical Cases That Were Given the Members for Suggestion

CLEVELAND, OHIO, Sept. 6.—By unanimous vote the report of the nominating committee, making John L. Shuff of Cincinnati, general agent of the Union Central, president of the National Association of Life Underwriters, was adopted by the convention Tuesday afternoon. His associates are to be A. O. Swink of Richmond, Florence E. Schall of Boston, Wilson Williams of New Orleans, and J. C. Stevenson of Canada, vice-presidents; Graham C. Wells of New York, treasurer, and J. Newton Russell, Jr., of Los Angeles, secretary. These leaders were all approved as worthy by the delegates. In a happy address Mr. Shuff pledged his most earnest efforts to the association.

Methods in Closing

The first part of Tuesday's afternoon session was given up to consideration of closing tactics under the guidance of John A. Stevenson, vice-president of the Equitable and Charles C. Gilman of Boston. Mr. Stevenson gave a characteristic address outlining several practical selling suggestions. For instance, he would have the salesman use such tactics as to keep the prospect away from close concentration on the one thought of signing and binding himself by introducing two ideas at once in such a form as "Just sign your name here as I have written it alone," or "Just sign your name here as you usually sign it." Mr. Gilman gave some personal selling experience to show how right mental contact with the prospect kept the sale moving toward a close. One agent explained how he had closed a case by getting a man to outline to his wife, who had been absent during the sales talk of the agent, just what the agent said. For 25 minutes the man talked to his wife, constantly getting more enthusiastic about the policy until he sold himself, though he had resisted the agent's solicitation.

Executive Committee Report

Resolutions of the executive committee providing for incorporating the National association under the laws of the District of Columbia and one providing for an increase of National association dues from \$1 to \$3 were adopted. Under the new incorporation plan the function of the executive council will be handled by trustees, while the powers of the executive committee will be even greater than its power now. Franklin W. Ganse, chairman of the

latter committee, urged that local organizations select for their committee men of those who would take an active part in guiding association affairs.

The Tuesday session closed with the president's prize contest. A first prize of \$25, a second prize of \$15 and a third prize of \$10 were offered by President Thorp for the three best selling suggestions.

Methods of Approach

The Tuesday morning session was one of the best of the convention. After a real stimulation from W. E. Belheimer of St. Louis, who made every agent happy by his singing leadership and short address, E. A. Woods took charge of the discussion on "Methods of Approach." C. J. Rockwell, professor of insurance salesmanship in the Carnegie School of Life Insurance Salesmanship, outlined the principles which should guide the solicitor in his approach. The interview, to be successful, must be dominated by the agent and his approach is what determines, also dominates. Essentials of the approach wedge are the expression of a single clear incontrovertible idea, strong and easily understood; the launching of a topic of interest to the prospect; keeping the main purpose of the call subordinate to a collateral purpose. These essentials were then explained and discussed by Mr. Rockwell and convention delegates.

Meeting Objections

After the successful approach has been made the agent still has to meet objections, so that was the next subject on the program. It was ably handled by E. H. Howbert, professor of insurance of Denver University, Denver Colo. Prof. Howbert recognized only three real obstacles to a life insurance sale, these were lack of money, lack of need and lack of health. All others will be met by the resourceful salesman. How he will meet them was discussed in detail by the speaker and by J. Stanley Edwards. Mr. Ganse gave his experience in meeting objections to inheritance tax insurance, Lawrence C. Woods of Pittsburgh gave his on corporation and business insurance, and Graham C. Wells spoke on meeting endowment insurance objections. This discussion was closed by Prof. Stevenson and J. L. Shuff.

Shuff Gives a Luncheon

In-coming President John L. Shuff of Cincinnati had all the newspaper men at the convention at the Statler hotel for lunch Wednesday noon. Mr. Shuff is going to work hand in hand with the insurance press and suggested methods of cooperation.

The convention attendance will go beyond the 1,600 mark. More than 700 attended the banquet.

The decision as to the 1922 place of meeting was left to the international council with the general understanding that some city in Canada, probably Toronto, will be chosen.

Three sectional meetings Wednesday morning considered industrial insurance, problems of general agents and selling of insurance in rural communities. A fourth group was made up of graduates of the life insurance schools gathered for a reunion. Business, and credit and bequest insurance were the topics for Wednesday afternoon.

"Case Method" Convention

The thirty-second annual convention of the National Association is a "case method" convention. After a brief presentation of the main theme, delegates are asked to propose specific life insurance programs or suggestions for cases described in the program itself. An effort has been made to confine the program strictly to consideration of life salesmen problems.

President Orville Thorp's report, the opening address of the convention was no exception to the program rule. Coupled with a review of association progress were many facts of sales value to the solicitor. Mr. Thorp spoke enthusiastically of the local sales congress

and declared that they had been of untold benefit to thousands of agents not only directly but also indirectly because of the wide and favorable publicity received by life insurance in the daily press where the congresses gathered. A special survey of the business written by 22 life companies indicated purely, according to Mr. Thorp, that 12.1 percent of the producing agents of the country pay for 58.8 percent of all new business. This is 12.1 is made up of those writing \$100,000 or more each year. Mr. Thorp declared it was significant that nearly all of these agents were members of the National Association. He recommended that barring apprentices, agents failing to produce more than \$25,000 a year should lose their license. Life insurance training schools were commended by the president who said that the school trained agent was making good in an emphatic way. President Thorp spoke with force and vigor and his address was well received.

Charles G. Taylor's Address

Charles G. Taylor, president of the American Life Convention and vice-president of the Atlantic Life, was called upon to deliver the keynote speech of the convention. Mr. Taylor's theme was the wonderful opportunity open for the aggressive life insurance agent because of the failure of most American citizens to recognize their responsibility for financial welfare of their families after their departure. Of 79 estates taken at random by one company, the total amount left in these estates, put out at 6 percent interest, would have produced for each dependent of the 79 deceased the sum of \$122 per year.

Engineers and Protection

Make yourselves engineers of family protection was the plea of Franklin W. Ganse of the Columbian National of Boston, who followed Mr. Taylor, speaking on "Selling Enough Life Insurance for Client's Need." Mr. Ganse called upon his hearers to sell programs of protection rather than a single life policy. He would have the agent outline and sell prospect the program idea even though the prospect were unable to take all the policies called for by the program at the time of solicitation. Mr. Ganse's formula for determining the needs of the prospect were outlined in ten divisions, each division setting forth a specific need which might apply to the prospect. Mr. Ganse's address was freely discussed by the delegates under the leadership of Graham C. Wells. Two of the "cases" described in the program were taken up.

Insurance Service

Charles C. Dibble of Cleveland and E. B. Hamlin also of Cleveland were called upon to lead the Monday afternoon session on a theme of "Insurance Service; Its Importance and Its Aid in Selling." Earl G. Manning and John J. Eberhardt, who were both scheduled to handle this subject were both absent. Mr. Dibble was emphatic in declaring that the modern life insurance agent must exercise ingenuity and initiative beyond use of birth dates, change of age dates, and marriages as a lead for prospects. He called upon E. A. Woods of Pittsburgh, to explain how a policyholders' service campaign developed new business by calling to the policyholders' attention his interest in life insurance according to the following formula, "You Should Carry Life Insurance on Your Mother, Sister, wife, Son, Daughter, Employe, and You Should See That Life Insurance Is Carried by Your Brother, Brother-in-Law, Your Debtor, Father-in-Law, Business Associate, Father, Aunt, Uncle, Servants, Neighbors and Creditors." Bringing this chart of life insurance possibilities to the attention of the policyholder would almost invariably uncover additional prospects. Several of the cases outlined in the program were considered by the convention. As many as a dozen solutions were offered for some cases.

Banquet a Big Success

Seriousness and humor with the latter predominating intermingled rapidly at the wonderful banquet Tuesday evening. President Thorp was happy in his introductions of the four principal speakers, all of whom are nationally known. Postmaster-General Hays spoke of the program and purposes of the national administration with a vigor and sincerity of manner which won and held the audience closely, even though he read from manuscript. His eloquence earned him a real ovation when his address was concluded.

COMPLAIN OF DELAYS

LOANS NOT ISSUED PROMPTLY

Contended That Companies Are Unnecessarily Slow in Extending Accommodations to Policyholders

There is to be observed among life insurance men all over the country a tendency to complain about the service that companies are giving on policy loans. The demand for loans on life insurance policies has been uncommonly heavy during the last year or more. An unusual number of policyholders have requested loans in the full amount provided in the terms of the contract. As a result, the home office loan departments have had to speed up, have had to take on more help, and have found themselves very busy during the last 12 months. Many companies felt that the demand for policy loans would decrease, and consequently did not provide means for improving the service in the policy loan department. But there has been no decline in the demand for loans, and a number of companies today are still giving inadequate and unsatisfactory service to the policyholder requesting a loan.

Have Not Improved Service

Producers in the field point out that life companies have developed to the point where they give almost perfect service in the matter of issuing policies and paying death claims, but that, as a class, life companies are falling down when it comes to granting policy loans promptly. Some companies, during the recent heavy demand for loans, went so far as to decline to forward the amount of the loan to the policyholder until the expiration of the term provided in the policy contract, from 30 to 90 days.

Delays Cause Irritation

Unless a policyholder happens to be located in the home city of a life insurance company, he usually has to wait from eight to 12 days before the home office can complete the papers and forward a check to him. This delay is often very irritating and annoying to policyholders, particularly business men who are in immediate need of the cash in order to complete a business transaction. Agents who contend that life companies might easily improve their

That the American people are drifting away from representative government toward democracy to their detriment and possible destruction was the theme of Harry F. Atwood, Chicago, author and lecturer, who pleaded that life underwriter help resell the constitution to the people and collect the premiums on it regularly.

As an after dinner speaker the incoming President J. L. Shuff of Cincinnati proved himself in a class with the best in a few remarks sparkling with good will and happiness. Mr. Shuff called upon his hearers to join with him in selling to the American people the soul of life insurance and to themselves the comradeship born of common service in a great profession.

Job Hedges Speaks

As usual, Job Hedges, attorney for the Association of Life Insurance Presidents, moved his banquet audience with a facility and ease which was inspiring and stimulating. Speaking to serious purpose in satirical fashion he described the faults of American character as well as its redeeming qualities. Needless to say Mr. Hedges kept his hearers in smiles with his witty thrusts and sharp repartee up to his concluding remarks which in great earnestness showed the personal responsibility of each individual for correcting his own shortcomings for the common good.

Companies holding special agents' conventions while their agents are gathered for the National Association meeting, are the National of Vermont and the Connecticut Mutual. Both of these companies had profitable and enthusiastic meetings.

policy loan service point out that when a policyholder requests a loan he is only asking a life company to pass over the money that belongs to him, and is not, in reality, requesting an out-and-out loan. Some plans should be worked out, it is argued, whereby a branch office or general agency could present a policyholder with the amount of the loan value of the contract without unnecessary delay. At any rate, the policyholder should not be asked to wait more than two or three days for his money. There has been severe criticism of those companies which have stood on technicalities and declined to tender the loan value to a policyholder until the expiration of the time named in the contract. Such a procedure hurts the whole cause of life insurance, and institutes the belief in the minds of many that life companies are failing to render a superior brand of service.

Departments Undermanned

It is undoubtedly true that a number of companies are today failing to act promptly on requests for policy loans because their policy loan departments are undermanned, and not properly equipped to meet the needs of policyholders. Many companies have been going along on the theory that the demand for loans would soon recede. They have been reluctant to provide additional clerical help in their loan departments. They have not been able to keep pace with the requests and the department has fallen behind. While policy loans have not been quite so numerous lately, there has been no particular decrease in the requests, and apparently the situation so far as policy loans is concerned will not change materially during the remainder of the year. It would seem, therefore, to be the part of wisdom for all companies to equip themselves to properly facilitate the handling of requests for loans.

Why Company Joined Conference.

Considerable interest was taken in the announcement that the Phenix Mutual Life has joined the Bureau of Personal Accident and Health Underwriters, the report gaining currency that it intended to embark in the health and accident business. It is stated, however, that it joined the bureau with the view of securing the material it furnishes in connection with disability experience. The Phenix Mutual uses the total disability clause and the double indemnity feature. Therefore it is interested in the experience of all companies where these provisions are involved.

Metropolitan Life Meeting

The southern managers of the Metropolitan Life will hold an autumn convention in Asheville, N. C., Oct. 15-16. Prominent officials from the home office will be present. President Haley Fiske will preside.

Life Notes

E. H. Miles, general agent of the Old Line Life of America, writing the home office in Milwaukee said that a research in Jefferson county, Wisconsin, showed that while cow barns and cows are insured for 74 percent of their value, the owners were found to be insured at 43 percent of their economic value.

Edward Wiese, special agent of the Northwestern Mutual Life, in a week's canvass of Port Washington, Wis., wrote 35 lives, with a total of over \$50,000 insurance. This was after a number of other agents for life insurance had covered the territory, and during the "dog days" of August.

Statistics Fraternal Societies.—The 1921 edition covers the operation of one hundred and eighty fraternal societies. Cost of management, benefits paid, insurance in force, membership, subordinate lodges and amount collected per \$1,000 are given, for each of the past ten years, together with complete information and operation of all societies during 1920. This publication will be of great value to you when a prospect brings up the subject of fraternal insurance. Price, \$1.00 per copy. The National Underwriter, 1362 Insurance Exchange, Chicago, Ill.

NATIONAL OF VERMONT MEETS IN CLEVELAND

General Agents and \$200,000 Club Hold Annual Gatherings in National Convention City

NEW OFFICERS ELECTED

Many Interesting Talks, Including Sales Talk by Dr. Stevenson of the Equitable of New York

The General Agents' Association and the \$200,000 club of the National Life of Vermont held their annual convention this year at Cleveland, the first on September 2-3 and the latter on Sept. 5-7, at the Hotel Winton, in connection with the National Life Association Convention. President Howland, Vice President Cutler, Superintendent of Agencies E. D. Field, and other officials were in attendance at Cleveland, as well as about 150 general agents and field men.

\$100,000 Club in Chicago

The \$100,000 Club of the company held its meeting at the Edgewater Beach Hotel, Chicago, on Aug. 29th and 30th. Of the \$100,000 men, C. W. York of Detroit won the prize for the highest premium per thousand, Harry Chesley of St. Johnsbury, Vt., won the gold fountain pen for insuring the largest number of lives, H. E. Humphrey of Cleveland won the silver bowl for the most consistent production during the year. The new officers are H. W. Hutchins, president, L. M. Finney, vice-president, and C. B. Fitch, secretary. Mr. Hutchins worked only a part of the year and produced \$199,500. He has already written \$70,000 for the month of August.

Discuss Agency Building

The keynote of the General Agency convention at Cleveland was "agency building". The National proposes to organize its territory more intensively and plans and methods looking to this end were discussed. Forty-seven general agents attended the meeting. Under the heading of "Agency Building" the following topics were discussed: "Kind of Material Necessary to Make Good Agents," C. W. Gammons; "How to Find Such Material" Bruce Crosthwait; "How to sell a Prospect of the Business," Bruce Crosthwait and H. M. Humphrey; "How to Train an Agent and Could a Set Program be Used?" C. A. Cravens; "Does it Pay to Have an Agency Man to Hire and Develop Agents?" William Goldman; "Can Old Policy Holders be Used to Procure Agents, and if so, How?" W. W. Warren and W. C. Dobbins; "How to Meet Salaries and High Commissions," W. R. Collins; "Does Advertising Pay?" William C. Worthington; "The Necessity of Keeping Up Enthusiasm—the Danger of Procrastination in Agency Management," A. G. Goodrich.

To Have Regional Meetings

At the Saturday noon luncheon, the speakers were President Fred A. Howland and First Vice-President H. M. Cutler. In the afternoon, J. E. Murray, general agent of the Penn Mutual at Cleveland, addressed the meeting, and the discussion of agency building was continued. The same topic was also discussed at the Saturday morning session and General Counsel George B. Young made some suggestions in reference to supplementary agreement or fiduciary contracts.

The company announced an entirely new set of policy contracts in which much of the language is revised and simplified. The company is also putting out a new corporation policy to take the place of the old method of writing corporation insurance. The Na-

WATCHING FRATERNALS

SEEK NEW ACCOUNTING PLAN

Developments in Examination of Kansas Concern May Bring Department Action

TOPEKA, KAN., Sept. 6.—There may be some radical changes ordered in the method of handling the accounts of fraternal insurance companies in Kansas as the result of the exposures in the operations of the Security Benefit association. The examiners representing eight state insurance departments signed the preliminary report to the Kansas department, which resulted in suits being filed by the attorney general in Douglas county. The states represented in the examination are Kansas, Wisconsin, Texas, Pennsylvania, Nebraska, Iowa and Missouri.

Many Violations of Law

The preliminary report was ordered submitted by the examiners after they had explained to their home departments some of the things they had found were wrong with the Security Benefit records. There were so many violations of the law and the orders of the courts and the insurance departments that there seemed to be no other action that could be taken except to bring suits to stop the practice. At the present time, there will be no effort to secure a receiver or attempt to take over the operation of the society. When the final report of the examiners is made, further action may be necessary. The society is permitted to secure new members and collect its dues and fees, but it has been stopped in the payments of additional sums to G. L. Berry and W. A. Biby and the salary increases of the officers have been ordered discontinued.

Irregularities Shown

The preliminary report shows the following irregularities:

Payment contract with G. L. Berry, former president of the National Americans, of \$70,000 in fees, supposed to be for consummating the merger; \$36,000 of this is unpaid.

Payment contract with W. A. Biby for \$5,000 a year conditioned upon his resignation as treasurer of the society.

Payment of \$219 to Kansas Republican state committee.

Payment of \$500 for legislative expenses in Oklahoma.

Increase of \$3,000 a year in salaries to all officers.

Failure to show all items of business of the society during the past year. The examiners discovered that the society had a patriotic fund, aggregating thousands of dollars, from which 59 death claims had been paid and not shown in the annual statement.

tional will probably adopt the plan of holding regional meetings in alternate years instead of one convention. C. A. Cravens of Louisville, Ky., is the new president of the General Agents Association, Earl Kinsley of Vermont, a member of the National Republican Committee, is vice-president, and C. D. Palmer of Delaware is secretary.

Meeting of \$200,000 Club

The National's \$200,000 Club met Monday evening at a banquet in the Winton Hotel. W. R. Collins, president, was toastmaster and as the leading producer of the company was elected to the same position for next year. President Fred A. Howland spoke briefly expressing appreciation of the company executives for the splendid records made by the club members. Of all the great businesses of the country, life insurance had weathered the recent depression period better than any other, said Mr. Howland and regardless of conditions in Europe, there was room for optimism as to the future of business in America.

Dr. John A. Stevenson, third vice-president of the Equitable, gave the agents several practical selling suggestions.

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MAKE CHICAGO CHANGE

WOODARD GETS NEW AGENCY

National of Vermont Appoints New General Agent in Addition to G. D. Drake

The National Life of Vermont has introduced the double agency system into its Chicago territory, appointing S. C. Woodard of the C. J. McCary & Co. agency as general agent in addition to the present general agency of D. G. Drake. The new plan has been worked out with the cooperation and through the suggestion of both Mr. Drake and Mr. Woodard and should enable the Chicago district to turn in a greatly increased amount of business.

Mr. Drake, one of the veterans of the life insurance business, will continue to write business in the interest of the National of Vermont. He will move into new quarters on the second floor of the Marquette building, where he will attend to renewals of his large amount of insurance in force and continue with his present force of agents to write new business.

Woodard Well Fitted

Mr. Woodard will take over the large office space now occupied by Mr. Drake's agency on the fourth floor of the same building. He will immediately undertake a campaign for building a large agency which can turn in a greatly increased amount of new business. Mr. Woodard is a man of long insurance experience and will be able to quickly get his plans under way. Immediately upon his graduation from Wisconsin University in 1911, he started in the insurance business with the Northwestern Mutual in Madison, Wis. Two years later he moved to Chicago, where he joined the forces of George Pick, in the Mutual Benefit agency. In 1914 he joined the C. J. McCary & Co. agency and in 1917 was admitted into the partnership. He has been associated with Mr. McCary to the present time.

Mr. Drake's Career

Mr. Drake is one of the best known men in the Chicago insurance world, having had the Chicago office of the National since 1893. He is an Ohio man, born and raised on a farm, and worked his way through the university. In 1889 he started into the life insurance business in Ohio. He has been with the National from the first and developed its Kentucky field. He went to Chicago in 1893, where he has had the only National agency to date. The new agency appointment is in line with the general policy of the companies of opening double agency forces. Mr. Drake will continue to take care of his own business and will retain his staff of agents and brokers, taking slightly smaller quarters for the work.

Makes a Fine Start

The American Life Reinsurance of Dallas established a Chicago office Aug. 15, with Secretary Fred Strudell in charge. During the half-month ending Aug. 31, this office received 33 applications for a total of \$255,500 reinsurance, almost all of which was approved as first class business. This office has the friendship and good-will of some 45 old line companies in and around Chicago. Many of these were able to send reinsurance to this office even during one of the dullest periods of the year. Some of the Chicago companies were able to secure the required amount of reinsurance within 30 minutes from the time the reinsurance applications left their office by messenger. The companies outside of Chicago had over-night service.

The Travelers branch office which lead in new paid for life business so far this year are New York City, Chicago, Cleveland, Baltimore, Philadelphia, Brooklyn, Hartford and Milwaukee.

RETURN TO NORMALCY SEEN AT PHILADELPHIA

Life Executives Are Not Discouraged Over Decrease From 1920 Figures

JUST AS MANY POLICIES

Need for Life Insurance Felt as Keenly But People Can't Pay Premiums On Larger Amounts

PHILADELPHIA, PA., Sept. 6.—The first half of 1921 has come and gone. The life insurance business ending June 30 of this year has shown a decrease in volume of writings of about 20 percent to 25 percent. But, despite the fact that the companies admit that their business for the first half of the year ran about 75 percent of the business of 1920 for the same period, every life executive interviewed in Philadelphia was optimistic in asserting that in reality 1921 is showing a normal increase in business.

The local officials consider that the 1920 business was abnormal and that, giving last year a normal increase, 1921 would show a normal increase over 1920. As a matter of fact, the companies declare that this year's business is ahead of 1919.

Writing as Many Policies

Vice-President Lincoln K. Passmore of the Penn Mutual Life said that while the total face value of new business written this year has been slightly behind 1920, the number of policies has been just as great.

"In these difficult times," he stated, "people cannot pay the premiums on as large a policy as in good times, but they realize just as keenly the need and mission of life insurance."

"The world has gone through conditions never faced before, and it is natural that things should be awry, but in time they will get back to normal business."

"The majority of the new life insurance that is coming in is such a encouraging volume is from the non-industrial communities. The industrial sections are apparently harder hit by prevailing conditions than the rural sections. Throughout the west wherever the crops are good, such as in Kansas, business is progressing nicely. The great northwest seems to be in good condition. The south is in a bad position because of the dependence on the cotton crop. There are already definite signs of change for the better."

Ahead of 1919 Figures

At the Provident Life & Trust it was stated that the business has been running for the first half of the year about 75 percent of the business for the same period of 1920, and ahead of the business of 1919. The Fidelity Mutual Life and Philadelphia Life both state that their business is running about 80 percent of last year's.

The Provident Life & Trust stated that a wave of depression went over the country last year. It began in New England states and then went over the middle west.

"Those states," stated the company, "that felt the depression first are coming back. The wave didn't hit the entire country at the same time. Agencies which are doing best at the present time are agencies that have the best mobilized insurance ideas to fit 1921 conditions. A preponderance of business in normal times comes from the cities, and there has been no particular change in this respect."

The Fidelity Mutual Life recently re-

leased a list of 22 agencies that in the first five months of this year showed a greater volume of new business than the corresponding period in 1920. The list includes the Chicago, Wichita, Pittsburgh, New Hampshire, West Virginia, Baltimore, Topeka, Spokane, Eastern Pennsylvania, Cincinnati, Oklahoma, Rochester, N. Y., Oregon, Nebraska, Syracuse, Philadelphia, Northern Michigan, San Francisco, Harrisburg, Pa., Northwestern Pennsylvania, Central Illinois and Maine agencies.

From the above, it can be seen that business is not coming from any particular locality or section of the country, thus bringing out the truth of the statements made by the various officials.

Some of the companies report a letup in policy loans. They state that there had been a heavy demand, but that for several months past there has been a very decided check. However, one or two of the officials declare that policy loans are coming in just as heavily as ever.

Effect of Financial Situation

Questioned as to whether the investment financial situation is affecting the

investments of life insurance companies, Vice-President Passmore of the Penn Mutual Life declared:

"With regard to the investment situation as it touches the insurance companies, I believe that money will become easier in the coming months, and that there will be a larger supply for commercial purposes. Cheap money rates are a long way off, however. The two greatest needs of business are resumption of the interchange of goods between the nations and less restriction upon business transactions. The rules of business should be based upon a common conscience among all men and not embodied in restrictive and repressive laws. In this connection, a change in our mental attitude is necessary. We still retain the attitude generated during the war of the survival of the fittest. Everybody for himself and the devil take the hindmost, seems to be the prevailing code. When we have more men coming to work at 7 o'clock instead of 9, we will be on the road to recovery."

The First National Life of Pierre, S. D., has entered Oregon. It was already operating in Minnesota, the two Dakotas, Montana and Idaho.

NATIONAL OF VERMONT MEETS IN CLEVELAND

(CONTINUED FROM PAGE 3)

tions in his talk on Human Needs and Life Insurance. He urged that his hearers should be professional underwriters and not mere life insurance agents. He set up the life underwriter as a great beneficiary of his community, stating that anyone of a number of Pittsburgh life agencies had done more for that city than Carnegie, who gave his millions freely to his industrial home city.

Dr. Stevenson's Talk

Life insurance would always be sold because it met one of the two great biological requirements, being an instrument for race preservation. Self preservation was given first place as a biological fact. All insurance sold goes fundamentally to aid race preservation. Even business insurance is for that purpose because the policyholder desires to save the business in order to safeguard his family. Dr. Stevenson emphasized that agents must sell policies today but emphasized just as strongly that the greater human needs of today made sales for the real student salesman easier.

Call policies by their "need name" was

a suggestion of the speaker. Sell the "wife independence" policy, the "clean-up" policy, the "mortgage" policy, etc. Every salesman should try to sell his prospect the "need program" idea even if that prospect can take only one or two of the policies required in the program at the time of sale. From the human need idea, work out careful and new methods of approach. The following canvass had been very successful for Equitable agents:

One of His Appeals

"Mr. Jones, you have a son. How would you like to create an estate of \$40,000 for him? That is not an impossible program for you. Let me explain. The United States Bureau of Education, after a very careful survey, has declared that the earnings of college graduates average at least \$1,000 more each year than the earnings of those without such an education. Your son will have a working period of forty years. Provide for sending him to college by taking out this \$4,000 endowment policy and you have gone as far as a parent can go in guaranteeing him an extra \$40,000 of income during his life time."

An actual case handling was then described. A man of 36 was promoted from a salary of \$3,600 to one of \$7,500. He was 35 years old with a wife and two children, and owed \$7,500 on a home. He had no life insurance. This was the program the agent sold: A \$7,500 mortgage policy, a 30 year endowment monthly income policy for the wife (wife independence and husband old age policy), a children's educational policy and a cash payment clean-up policy. Now the agent did not deliver all these policies at once, only the first two, but the prospect promised to take the last two as soon as his finances permitted. The selling agent had fortified his relationship with the prospect against invasion of another and at the same time had put before the prospect an intelligent financial program. Sell \$10,000 programs even if only part can be taken at once. This was the theme of the speaker. Underwrite human needs and sell programs of thrift.

The club convention adjourned after prizes had been distributed and club plans for next year announced. Earl Kinsley, John T. Bryson, William Collins and G. G. Goodrich were prize winners.

Minnesota Mutual Outing

Agents of the Minnesota Mutual Life of St. Paul held their annual outing at Gull Lake, Minn., Aug. 29-Sept. 2, beginning with a banquet the evening before the start, at the St. Paul hotel. At the convention Benj. Jacobson of Detroit presided as president—an honor won by writing the most business of any agent the past year, \$1,519,500. The morning of Aug. 30 at Gull Lake, E. S. Albritton, superintendent of agents conducted a discussion on "The Sale." "The Prospect in the Country" was considered by M. M. Studebaker, and "In the City" by Thos. F. Jardine. Seven minute discussions were then given by Benj. Jacobson, Sam R. Weems, J. S. Poindexter, L. E. McGrew, J. A. Grizzard, and Geo. C. Hayward. Sales demonstrations were made by A. T. Downey, L. P. Livingood, W. O. Clough, and Walter N. Hill.

In the afternoon, T. A. Phillips, vice president, spoke on "Value of Persistent Business" and H. W. Allstrom, actuary, on "Policy Dividends."

The morning of Sept. 1 A. O. Eliason and Hal L. Muldrow gave papers on "Meeting Economic Conditions of Today." S. P. Beardman spoke on "Pep vs. Procrastination." Wm. I. Fraser, general agent, and Earl B. Rowley, agent, discussed co-operative plans between agent and general agent. The two special treats of the program were an address on "Measuring of Men" by Winslow Russell, and "The Future of the Minnesota Mutual" by President E. W. Randall.

The day concluded with a ball game between managers and agents, the latter proving their ability by winning to the tune of 24 to 10.

Geo. C. Hayward of Albert Lea won the annual presidency of the Randall club by having the year's highest renewal average of any agent, 91 per cent.

NO TALKING, BUT WORK**AMERICAN LIFE AGENTS PLAN**

Keeping Incessantly at It Was the Key
that Unlocked the Storehouse
of Applications

DETROIT, MICH., Sept. 7.—Any life insurance man who isn't doing as well as he thinks he should because he isn't an orator better forget the fancy language requirement, since it was demonstrated at the monthly lunch and get-together of the American Life, nee Northern Assurance, men last Saturday that floral bouquets aren't in the least necessary to make sales.

Roy W. Anger Speaks

Roy W. Anger, leader in August production presided. He announced that last month was the biggest August the company has had and it started in 1907.

The prizewinners in the contest for volume of accepted paid business were Frank Priestap, Christopher T. Ruvoldt, George H. Van Buren, Cornelius Hanley and J. Mathews. Wm. J. Balmer won the trophy for the greatest number of paid applications, J. Nickel running second.

Mr. Anger called on the winners to tell the rest how they did it. If there were any spellbinders it didn't become evident for they were all like the modest violet. They certainly would never take any prizes as after eats entertainers. No one of them talked for more than three minutes and the same report about covers each—"I just worked."

Working Plan of the Month

The working plan for the month was to see 100, which would figure about four a day for 27 days. They had to turn in a daily report card.

Mr. Van Buren, who captured the second prize, said it was a mighty good stunt to pull off once in a while but not too often. He said he had bettered it by making a detailed record of each call on a separate slip for his own information and he expects to land quite a few of them later.

Mr. Priestap said it was the first time in many years he hadn't gone fishing in August. He figured he couldn't see 100 men and fill his fish basket too. Mr. Balmer modestly confessed that as a free man in the business he probably wouldn't have accomplished much in August but seeing four men a day carried him over the line.

The bunch assured Mr. Anger that they'd make September beat August.

Under "Blue Sky" Law

Life, fire, casualty and other insurance companies are not exempt from the Wisconsin "blue sky" law regulating the sale of stock in such companies. This is the ruling of the attorney general's department, issued on request of C. S. Canright, director of the securities division of the Wisconsin railroad commission, just issued. It is reported the opinion was asked in connection with the task of the commission to pass on the sale of some stock in a life insurance company, but the name of the company was not given out. The opinion by Deputy Attorney General Hoyt, said: "In enacting the amendments of 1921, the legislature had clearly proceeded on the assumption that the securities law of 1919 (the "blue sky law") does cover insurance companies.

Automobile Accidents.

The Equitable Life of New York states that from January to June it paid death claims on 99 cases due to automobile accidents, as compared with 58 such claims during the first six months of 1920 and 53 during the first six months of 1919. The Equitable predicts a larger number of automobile accidents as time goes by.



Your Margin of Profit

Your production is materially increased if your policies come back to you for delivery before your applicant gets "cold." In these times of guarded dollars the quick issuance of your business may mean the difference between a sale and a "failed to deliver."

Quick issuance of policies is a hobby with The Lincoln National Life Insurance Company. Every effort is made to deliver the business to the agent as soon as possible.

You get service which accepts practically all your applications and issues every one of your policies with a dispatch that makes it pay to—

LINK UP WITH THE LINCOLN

The Lincoln National Life Insurance Company

"It's Name Indicates Its Character"

Lincoln Life Building Fort Wayne, Indiana

Now More Than \$185,000,000 in Force

ILLINOIS LIFE INSURANCE CO.

CHICAGO
JAMES W. STEVENS, PRESIDENT

GREATEST
ILLINOIS
COMPANY

WANTS GOOD MEN
AND
WILL PAY THEM WELL

Insurance in force ^{more than} \$128,000,000

CONVENTION WAS HELD

AMERICAN NATIONAL MEETING

Agents Gather at Galveston for the Annual Conference — Company Passes \$155,000,000 Mark

More than 150 field men from the nineteen states and Cuba in which the company operates, home office men and Galveston employees of the American National met in Galveston, Tex., last week.

W. J. Shaw, the secretary, reviewed the record of the company, making particular reference to the progress during recent years, and the bright outlook for the future. He introduced Assistant Secretary N. V. Morgan, who made the address of welcome. The response was made by P. B. King, ordinary instructor at Dallas.

Following these talks the meeting entered into a business session for round table discussions. One departure from the usual order of program was in the announcement that the insurance man's text "Preparedness" would be given a thorough try out, in that each speaker would be called on without previous notice, his subject being assigned at the same time. This created keen interest and demonstrated clearly the ability of the insurance man as an impromptu speaker.

Talks by Company Officers

Succeeding these talks the following subjects were discussed by officers of the company.

"Our Company; Past, Present and Future," W. J. Shaw, secretary. "Ordinary and Extra Ordinary Opportunities," C. S. Hutchings, agency manager ordinary department. "Claim Adjustment Short Cuts," J. R. Sayre, claim adjuster. Debit Efficiency, W. V. Morgan, assistant secretary. "Ins and Outs—Renewals," M. D. Johnson, assistant secretary. "Anico Speerometers—Actuarial," N. E. Gorton, assistant actuary. "The Co-Operation and Connection that Counts," H. J. Hornberger, assistant actuary. "Figures that Tell—Anico Statement," E. B. Russom, auditor.

Officers of the company and representatives of the industrial department held a meeting during which time various records made during the club year just closed were analyzed and new campaigns launched for the ensuing year.

The Anico Club of the ordinary department held its regular annual meeting and the election of officers. This organization of the company is composed of those representatives of the ordinary department who produce and pay for \$100,000 in new business during the fiscal year.

Banquet Was Held

A banquet was attended by the convention delegates, directors and officers. The announcement that the company had now reached the \$155,000,000 mark in insurance in force with better than \$10,500,000 in assets, with a surplus security to policyholders of more than \$1,550,000, was another occasion for an enthusiastic demonstration of the insurance man's viewpoint.

Saturday a general informal get-together meeting was held in the home office building and at 10:30 A. M. the

MICHIGAN AGENTS MEET

MUTUAL BENEFIT'S RALLY

Gathering of Leading Producers at Detroit on Sept. 8-9 Well Represented by Home Office Men

DETROIT, MICH., Sept. 6.—The annual agency meeting of the Mutual Benefit of Newark, N. J., will bring together about 125 Michigan representatives of the company at Detroit, Sept. 8-9. The convention will be held at the Hotel Statler with a banquet on the evening of Sept. 8.

Percy C. H. Papps, vice-president; Dr. W. R. Ward, medical director; Alvin Thurman, superintendent of agencies, and W. H. Tennyson, assistant superintendent of agencies, will be in attendance from the home office.

Total paid-for business of the company in this state for July was \$1,179,000. For August the paid-for business was \$1,205,393, and for the eight months of this year the total was \$11,938,290. Donald Clark states that while the Detroit office is writing about 80 per cent of the normal volume of business, the returns are considered very favorable in view of the general business situation. He states that an improvement is noticeable in general channels and that while Detroit has suffered in common with the whole country, the conditions here have been better than in other cities of the same size and importance.

The ten leaders in the percentage of their allotments are J. Arthur Pino, E. A. Chene, Frank F. Ulrich, Norton Ives, Monroe Rosenfield, Chalmers Burn, T. Y. Sebring, H. H. Hess, W. W. Florer and Ed. G. Brown. While Mr. Pino leads for the month of July, Mr. Rosenfield is the leader for the year to August 1. Mr. Pino wrote \$112,500 worth of insurance in July.

The Ann Arbor and Detroit offices of the company have been consolidated and all clerical work is now being done at Detroit.

party boarded a pleasure launch for a cruise around Galveston harbor and bay, affording another opportunity of seeing Galveston's miles of wharf front and shipping facilities.

Requires Medical Examination

Exception is taken by the management of the Metropolitan Life to the statement appearing in a recent issue of an insurance journal, that the company made a practice of converting its term insurance policies to the whole life plan without medical re-examination. Such is distinctly not the case, the Metropolitan requiring a strict medical examination wherever a holder of a term contract desires to replace it with one of the company's whole life policies.

Disability Causes.

The Equitable Life of New York states that during the first six months of the year, there were 131 cases of total disability under life policies. These involve \$457,208 insurance. Of these cases, tuberculosis was the cause of 53 cases. The next highest cause is insanity, there being 28. The next was paralysis, there being eight. Rheumatism caused five. The rest are scattering.



The Masonic Mutual Life Association

Of the District of Columbia
Chartered by Special Act of Congress, March 3, 1869

*The Security of the Old Line
The Economy of the Fraternal*

Select work, with big returns to high class representatives. For terms and territory, write to
WM. MONTGOMERY, President and Gen. Mgr.
New Masonic Temple
Washington, D. C.

DANGER IN THE PLAN UNTERMYER WANTS

**Insurance Companies Should Not
Be Forced to Help Building
Operations**

IMPRATICABLE SCHEME

**Some Perils Such Move Would Bring
to Institutions Compelled to Fol-
low Such a Course**

NEW YORK, Sept. 6.—Should the Lockwood housing committee adopt the suggestion of its chief counsel, Samuel Untermyer, and recommend to the New York legislature the enactment of a law compelling the investment by both the fire and the life insurance companies of the state of 40 percent of their admitted assets in real estate mortgages, underwriters may be counted upon to oppose the idea with all possible vigor. And their opposition would be just as pronounced if the suggested percentage were 20 or 10 or even 5 percent, for they hold the idea basically unsound, and one which, if adopted, would be fraught with no end of trouble.

Plan Is Impractical

Mr. Untermyer's first proposition to the fire insurance men was that the 40 percent he favored be invested in real estate mortgages upon New York state property. It was pointed out to him that if such a measure were enacted, Pennsylvania, New Jersey, Illinois and every other state of the Union in which the companies were licensed might, with equal propriety, demand that a given percentage of funds be invested in real estate within their respective borders, with the result that the offices would not have a free dollar. The reasonableness of this contention was recognized by Mr. Untermyer, who conceded that the investment be unrestricted as to territory.

Failed to See Point

He failed utterly, however, to appreciate the further statement of the underwriters that real estate is not a liquid asset, and that should occasion arise when cash must be had promptly and in large amount for the payment of extraordinary losses, such, for example, as resulted from the San Francisco conflagration, the fire companies would be unable to secure it, possibly having heavy loans upon the very property burned. But over and beyond this important consideration, company officials contend that they should have free rein to invest the trust funds in their charge, when and where they will; providing always that the primary element of safety be considered. To insure this, they contend, the present laws are sufficient.

Reason for Housing Shortage

Just now the housing shortage is acute, not only in New York, but in many other cities and towns throughout the country and the call Mr. Untermyer insists, is for building funds. Insurance men point out that it is not lack of money that stalls building operations, but the unwillingness of individuals to erect either homes or business properties at the outrageous prices of building material and labor now prevailing. In a recent review of the New York city building situation the Merchants Association pointed out "that while general commodity costs are now 51 percent higher than the average of 1913 the cost of building materials in New York city is still 102 percent higher than in 1913, and wages in the industry are 91 percent higher."

As it is now, when a lender may have to figure on 50 percent of value and 50 percent of inflation in a house, he can

wisely lend up to only a fraction of the actual value. The house may take \$10,000 to build at the cost the Merchants Association declares "is astonishingly higher than it ought to be," but if there is any chance of its becoming worth only \$5,000 as a marketable proposition before the mortgage runs out, it is not a good loan investment for more than \$3,500 or \$4,000. The average home builder needing to put \$10,000 into the erection of his new house could not make a start with the \$3,500 or \$4,000 which would be all a careful investor could safely let him have on such thin and doubtful security. If Mr. Untermyer will devise a method for bringing down the cost of building operations to sane levels, millions of dollars would speedily seek investment in the construction of properties, and this too without compulsory legislation.

Might Have Dead Assets

Today there is a severe shortage in housing. A few years from now, as was true in this city prior to 1913, the reverse may be true. Buildings may go begging for tenants. In such event the insurance companies, if forced to make loans in accord with the ideas of Mr. Untermyer, might easily find themselves with a lot of unsalable property upon their hands producing no revenue and entailing heavy carrying charges.

Furthermore, if forced to make real estate loans, with equal propriety the insurance companies might be required to take the bonds of irrigating companies of the far west or to invest in any form of enterprise in which a particular state might be especially interested. The menace of such a condition is easily imaginable, and should be apparent to the most obtuse. It is to safeguard against the creation of any such situation that the underwriters view with such extreme disfavor the idea of Mr. Untermyer, although sympathizing with the desire of those who seek homes.

Should Mr. Untermyer develop his thought of making particularly the life companies invest in real estate mortgages in proportion to their business in a state, New York might find herself seriously embarrassed. At the present time the Empire State is favored in such connection far in excess of other commonwealths and would have to surrender many of the loans she now enjoys.

OUTLOOK FOR BUSINESS IN NEXT FOUR MONTHS

(CONTINUED FROM PAGE 1)

ness. Prices have lowered, and, although wages have dropped and salaries remained stationary, the purchasing power of the dollar has increased.

The purely industrial sections of the east have been hit worse than in any other part of the country and the rural districts have not been as fortunate as those in western states. Business has been reduced to a lower level in the east. However, several general agents have given it as their belief that the remaining four months will see as great an improvement in the east as in any other section. Some even believe that the east will enjoy a greater increase in new business, as the other sections have not passed through as complete a readjustment and are not as fully prepared for the upward trend.

It is cautioned by many, however, that there is danger of too much optimism. They say that business was practically stagnated and it could not be expected to pick up sufficiently in a few months to show all the increases prophesied. In line with the belief of many leading business men, they believe that it will take at least the entire winter and perhaps an entire year to recover from the blow received last year. There are many of the big producers who have this opinion, and they say that unusual efforts will have to be shown in order to get a satisfactory showing—and this showing will not even approximate last year's high mark.

The life insurance business is more fortunate than many other lines, in that it was only slightly hit. While many other branches of business were completely demoralized, life insurance kept up nearly its normal pace, its average loss this year being 25 percent. This gives the agent a feeling of optimism, but, as is stressed, any records cannot be expected this season.

New York Life Insurance Co.

(Incorporated under the laws of the State of New York)

346 and 348 Broadway, New York, N. Y.

DARWIN P. KINGSLEY, President

Income, 1920

Premiums	\$142,672,244
Interest and Rents	44,335,004
Other Income	6,782,885
Total Income	\$193,790,133

Paid Policy-holders, 1920

Death Claims	\$35,036,558
Endowments	24,399,171
Dividends	31,981,555
Surrender Values, Etc.	23,432,313
Total to Policy-holders	\$114,849,597

New Paid Insurance in 1920	\$693,979,400
Admitted Assets, January 1, 1921	\$966,664,397
Legal Liabilities, January 1, 1921	\$841,255,357
Reserve for Dividends and Other Purposes	\$125,409,040
Insurance in Force, January 1, 1921	\$3,537,298,756

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S. DAVIES WARFIELD

Improved Disability Provision

Claim may be made as soon as disability occurs—no probationary period.

Payments begin immediately on approval of claim—no probationary period.

Monthly payments, lifelong, conditioned on permanence of disability.

Immediate waiver of future premiums—no waiting until next anniversary.

Full amount of insurance paid when insured dies, without deduction for disability payments or for premiums waived.

This new disability provision brings the service of America's oldest legal reserve life insurance company still closer to the needs of the insuring public.

For terms to producing Agents address

**The Mutual Life Insurance Company
of New York**

34 Nassau Street, New York

Twisting Stockholder to His Own Company Can Not Be Justified

Question—Some time ago I read with great interest your article on twisting. I have come in contact with the following case several times and will greatly appreciate your opinion on same:

If a stock life company has a stockholder in a community and he has all the life insurance he thinks he can safely carry but would like to carry the insurance in his own company would the agent be justified in taking his application and have him surrender his old insurance?

Answer—When a policyholder takes a policy in an old line company that is well managed and gives promise of permanency, he has paid the initial cost of putting his contract on the books. If he took out a new policy later on and cancelled his old one, he would lose the initial cost of establishing himself in a company. Our contention is that when a man decides to take out old line insurance and has secured a policy in a company that can be recommended, he should not be disturbed. If he desires a different kind of a policy or wishes any readjustment, that action should be made within his own company so as to save him taking out new insurance and paying the initial cost twice. Twisting is bad business, from whatever angle you view it. If a policyholder is dissatisfied, his own company will be very glad to readjust his policy in order to fit his peculiar condition.

We would say that in the case you mention, the life insurance agent would watch his opportunity and catch the prospect when he is able to take on more insurance. Then he could take a policy in the company in which he is a stockholder.

The Federal Union Life of Cincinnati has been licensed in Indiana.

QUESTIONNAIRE BY THE MUTUAL LIFE

How do dividend additions increase succeeding dividends on the policy? • • •

If the policyholder reserves the right to change the beneficiary, what would be the probable effect in respect to the policy if he later became bankrupt?

If the proceeds of the policy are to be left with the company at the death of the insured, and interest thereon to be paid to the beneficiary, can the insured say to whom the principal shall ultimately be paid and when?

Why is the excess interest dividend always largest at the beginning of installment payments, and why is it such dividends cease at the end of twenty years under a life income settlement?

Under a life income settlement, which installments are life insurance proceeds, and which arise from annuity?

What is an original beneficiary?

Can a policy be dated back? If so, under what conditions?

What is meant by insurability in the reinstatement clause? • • •

Why under the life income policy are the installments reduced to twenty years, instead of the stipulated life-long installments being paid, if the original beneficiary is changed or dies before the insured?

In what manner can an ordinary life policy be made fully paid up in the course of a few years? Or become payable as an endowment?

At what age does the disability provision cease to be operative?

Is there any age limitation to the double indemnity provision?

How many premiums must be paid before the disability provision becomes operative? How many before the double indemnity provision becomes operative?

When will disability payments begin? How long will they continue?

What happens to the cash value when disability payments begin? And what to the annual dividends?

How is the double indemnity payment made?

What is the limit of monthly income under the disability provision? What is the largest amount of double indemnity that will be issued? • • •

For partnerships, would you advise a joint life policy or individual policies? Why?

What uses do corporations make of life insurance? What kind of policy is usually the best?

Why should wage-earning women insure? Why should wealthy women insure? Why should married women insure?

How would you provide for the education of children?

In what cases would you suggest the use of an annuity?

What is the limit that the company will take on a single life?

To what territory does the company confine its operations? • • •

How much are our assets, our liabilities, our surplus?

What was the total amount of our dividend payments in 1920?

What were our total payments to policyholders and beneficiaries?

Did we pay more to them than we received from them? If so, how much?

On Dec. 31, 1920, what was our total insurance in force? Under how many policies?

How much insurance did we deliver in 1920, and how many policies?

Up to Jan. 1, 1921, what were the company's total payments to policyholders and beneficiaries since the beginning of business in 1843?

What part of that total was represented by dividend payments?

How much had the company at that date paid to and accumulated for the benefit of policyholders and beneficiaries in excess of the total it had received from them since 1843?

A. G. Dana, special agent of the Northwestern Mutual, and head of the Dana Agency, Inc., at Fond du Lac, Wis., has been elected county chairman of the Fond du Lac branch of the Wisconsin Federation of Insurance. L. C. DeBruin is secretary, and the executive committee includes: John Duell, life; J. P. McDermott, casualty; Frank J. Wolff, stock fire; Frank Shaw, mutuals, and S. H. Weeks, fraternal.

BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Home Office: Lincoln, Nebraska

Assets . . . \$19,400,000.00

ODELL, NEBR., May 2, 1921

Mr. H. S. Wilson, President,
Bankers Life Insurance Company,
Lincoln, Nebr.

DEAR SIR.—Your General Agent, A. H. Gray, just handed me your draft for \$653.76, being the surplus on my policy that matured May 1st, 1921, together with a Paid Up Policy for \$2,000.00, which gives me in cash and paid up insurance a total of \$2,653.76.

I only paid into your company \$1,190.00, which gives me a profit of \$1,463.76, a real settlement when you figure I have been protected for twenty years, and now my policy is paid for life and will draw dividends each year as long as I live.

Thanking you for your promptness,
I am,

Yours truly,
CHAS. N. HINDS

TWENTY PAYMENT LIFE POLICY

Matured in

OLD LINE BANKERS LIFE INSURANCE
COMPANY
of Lincoln, Nebraska

Name of insured.....	Chas. N. Hinds
Residence.....	Odell, Nebr.
Amount of policy.....	\$2,000.00
Total Premiums paid.....	1,190.00

SETTLEMENT

Total cash paid Mr. Hinds.....	\$653.76
And a Paid Up Participating Policy for \$2,000.00	

If interested in an agency or policy contract write Home Office, Lincoln, Nebr.

**President H. S. Nollen
Gives His Observations
As to Interest Rates**

CONSIDERABLE interest has been expressed in the move of the Phoenix Mutual Life in breaking away from the 3 per cent reserve basis and bringing out a new set of policies on the 3½ per cent interest guarantee. The question arose as to whether companies basing their reserve on 3½ per cent interest might feel that they could stretch a point and return to the 4 per cent basis. The opinion prevails, however, that taking into consideration the fact that life insurance policies run for long periods, it would be unwise to guarantee a higher interest rate than 3½ per cent.

The Phoenix Mutual in announcing its new policies states that at the beginning of the present century many eastern companies went on a 3 per cent basis. The reason for this was that interest rates had dropped to lower point than has been experienced before. The fear of a still further drop made it seem prudent to assume a lower rate in the reserves.

Rate Did Not Appreciably Decline

The Phoenix then says, "However, it is a well known fact that interest rates did not decline appreciably. The experience of this company has been such that in every year since that time we have been able to distribute surplus on the basis of an interest return of 4½ per cent or better. Now interest rates have jumped to a point not reached since 1870 and there seems to be no possibility that they will fall lower than they were in 1900. We therefore, feel that the Phoenix Mutual can with safety give to those applicants who desire it, the benefit of a policy based on the 3½ per cent reserve."

President Nollen's Letter

President H. S. Nollen of the Equitable Life of Iowa was asked by THE NATIONAL UNDERWRITER for his opinion as to the trend of interest rates. He writes as follows:

"I realize that it is very difficult to prophesy these days what the financial situation is likely to be for any long period in advance, but I have reason to believe that we have reached the peak in interest rates on the various classes of securities, and that there will be a gradual downward tendency, although the average rates will probably remain for a considerable time above the rates that prevailed about five years ago. There has, in the past few weeks, been a reduction in interest rates on demand loans, and while these are not, of course, in competition with the character of investments that we are making, there is an indication that we are approaching a slackening in the money market."

Rates Will Sag

"My personal opinion is that the prevailing rates will not be as high on the average a year from now as they are today on the highest grade of securities, and that we will, in some distant future time, again reach as low a level in interest returns as we have seen in the past."

"In considering, therefore, the rate of interest that should be guaranteed to policyholders under life contracts, which may run for not one generation but continue through a second or even a third generation, I consider it very unsound to base the guarantee upon estimates made with reference to our experience at present and within recent years."

"So far as the rate of return, including the interest dividends, is concerned, you probably have discovered from the records that our company has been, for sometime, paying policyholders and the beneficiaries interest returns based on a 4½ per cent rate, and the interest earning on our investments has always justified the 3½ per cent reserve basis on which our policies have been issued."

**Vice President Graham
of Central States Life
Comments on Conditions**

ST. LOUIS, MO., Sept. 6.—Vice-President George Graham of the Central States Life of this city takes a very hopeful view of the present situation. Mr. Graham is president of the American Institute of Actuaries and at the last Chicago meeting had the opportunity of comparing notes with a number of company men as to conditions at the present time. In speaking, therefore, he is not talking from the standpoint of his own company alone, but rather on the situation with the companies as whole at the present time, particularly those of the middle west. Mr. Graham said:

* * *

"Production as a whole is considerably behind last year's record but the majority of the companies of the West seem well satisfied to have it so. Business can and I believe is being written in about the usual proportions in the large and small cities and the farming communities, and I believe that those companies which wish to maintain production at last year's figure can do so through the development of new territory and the appointment of new agents.

"The number of applicants for agency connections has not lessened but a considerably higher standard of qualifications is demanded today by the companies, which seem to be concentrating rather on the quality of the men they appoint than on numbers. The companies are more concerned today than ever to see that the men they appoint for field service will make them creditable representatives.

* * *

"The demand for policy loans has diminished considerably, yet it is still well above normal. This condition combined with the very considerable diminishment in actual cash premium collections makes the amount of funds which the companies have available for new investment considerably below normal.

"Business which was written right last year is no harder to renew now than at any other time. Whatever abnormal lapses there may be seems to be on business written among the class of people who found themselves suddenly in a surprisingly prosperous condition which proved to be but temporary.

"We are using no special means to hold this business but are freely granting extensions of time for the payment of premiums provided the insured pays in cash sufficient to cover the short term rate.

* * *

"Some companies, I believe, are granting such extensions without requiring payment in cash of enough to compensate the company for carrying the risk during the period of extension. This is not good practice and I will be surprised if these companies do not find in the end that they have been granting a great deal of insurance protection without proper compensation."

Hansen Was Misquoted

Vice-President T. L. Hansen of the Guardian Life of New York calls attention to an error that was made in reporting his talk at the recent convention of his company in Cleveland. It was stated in the story that Mr. Hansen offered figures to show that the per capita sum spent for life insurance premiums amounts to only three cents a day. He referred, of course, to new life insurance premiums. The per capita sum expended on total life insurance premiums is 18 cents a day.

The bill which sought to authorize life insurance companies organized under the laws of Texas to act as administrators or executors of deceased persons passed the house but died on the calendar in the senate when the special session of the Texas legislature ended.

Having recently entered
Indiana

THE FRANKLIN

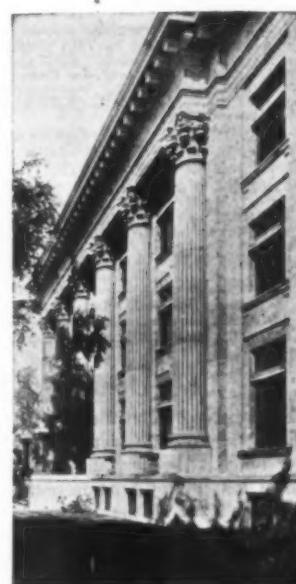
Life Insurance Company, of Springfield, Illinois, has several unusually attractive openings in that state for life men of general agency caliber.



Contract direct with the
Company.



Over \$125,000,000 of in-
surance in force.



The remarkable growth and achievements of
THE FRANKLIN LIFE are due to its traditional
"Aggressive Conservatism" and the splendid co-operation between the Company and the Agency Staff.

Let us know something about your qualifications and your ambitions as an insurance man, and we will give you the details of our proposition.

*Write direct to the Home Office,
Springfield, Ill.*

Public Life Insurance Company

Incorporated As a Stock Company Under The Laws of the State of Illinois

Capital, \$500,000.00

**Ordinary and Industrial Insurance Issued
at all Ages From One to Seventy**

ALFRED CLOVER

General Manager, Chairman Board of Directors

LOUIS NAROWETZ, President

J. W. SINGLETON, Secretary

WILLIAM SCHAARE, M. D.

Chairman of the Medical Board

HOME OFFICE:

108 South La Salle Street

CHICAGO

ILLINOIS

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; J. H. HIGGINS, H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

C. M. CARTWRIGHT, Managing Editor
HOWARD J. BURRIDGE, Associate Editor
FRANK A. POST, Associate Editor

PUBLICATION OFFICE, Insurance Exchange, CHICAGO
CINCINNATI OFFICE, 420 E. Fourth St., Telephone Main 5192, RALPH E. RICHMAN, Manager
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Having the Courage to Sell

A LIFE insurance official the other day was commenting on the virtues of different salesmen. He said that he had one man in his employ who is perhaps the most popular of all the agents. He possesses a most lovable nature. He is a good fellow in the finest sense of the word. He likes folks wherever he meets them. In his club and in social life he always has a coterie of people around him. He is continually doing something for somebody else. His acquaintance in his city is most extensive. Nine out of every ten people that he knew call him by his first name. He has a very comprehensive knowledge of life insurance.

Yet this company official said that he is gradually slipping, and as a life insurance agent cannot be called a success. The reason for it is that he does not possess the courage to push his point. When it comes to getting down to actual soliciting business, it is a hardship for him. If a man says "No" on the first question put him, that ends

it. This agent is popular because he never prolongs an interview or seeks to persuade a man that it is his duty to take out life insurance or add more to his list. He does not cash in on his knowledge and acquaintance.

He has every qualification for a big writer except the one essential of having the courage to talk his business in a way that sells the goods. When his card is sent in, he gets an audience. However, the prospect can check his advances by a single word. Let one adverse sentence be uttered, and the agent surrenders.

He feels that his friends should come to him whenever they want life insurance. Some agents make the vital mistake of feeling that they do not have to use vigorous methods in soliciting but can rely on their acquaintances when they are in the mood for life insurance. But few follow this method of insuring. They give their insurance to the man who comes around and persuades them to take the policy.

The Veritable Isle of Safety

HAVE you ever experienced that feeling of satisfaction and security that comes to one when he stands on an isle of safety at a congested street corner as the whirling automobiles rush by?

You feel a bit nervous as you see these eager machines, chugging at the chain, ready to be unleashed. Others are honking their horns, some are passing by or turning corners. You look about with trepidation in the midst of this street clangor. It is confusing. Danger seems all about you.

You wonder if you can dodge the chugging machines and get to the other side before the patrolman's signal gives pedestrians the clear track. You rush to the isle of safety and stand there

with a feeling of real security. About you is peril and confusion. You realize that you are planted on solid ground. No danger can come to you in this bulwark of protection. You defy the panting machines, the fast moving traffic.

Likewise in the surging, thronging, changing, sweeping, overpowering currents and billows of life, you feel you have a real palladium in your life insurance. It is an isle of safety in the great sea about you. Whatever betides you, all is well. You are secure. You are safeguarded. You stand on your isle with a feeling of happiness and courage. You are shielded from all storm and disaster.

Lapse Record More Favorable

Nearly all life companies report that lapses are lighter than they were earlier in the year. Business is staying on the books more persistently now. Home office executives express the belief that they have passed through the worst period so far as lapses are concerned. There is no question but that during the prosperous days many life men over-sold their prospects, or placed policies with those who could not afford to carry large amounts in normal time. As a natural consequence of this, when the first evidences of a financial depression appeared, a great many policies were lapsed. During last year and

the early months of this year, the lapse ratio was heavier than it has been for a long time. During that period, the over-sold cases, and the big policies belonging to men unable to carry only small amounts, were going off the books. It is now felt that the bulk of the policies that remain, will continue in force and that lapses from now on will be more nearly normal.

The prospect who is the most emphatic opponent of life insurance protection is often the easiest to insure when the agent reduces the bump of his self-conceit.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

The Volunteer State Life announces the appointment of Dr. R. C. Maddox of Rome, Ga., as assistant medical director. Dr. Maddox is 28 years old, received his literary education in the University of Georgia, and graduated in the class of 1916 from the Atlanta Medical College. From there he went to New York City, where for six months he was connected with the New York department of health, being stationed in the Riverside Hospital. Later, he served fourteen months in the French Hospital in New York, after which he saw seventeen months' active service as a medical officer in the army. Since his discharge, Dr. Maddox has been located at his old home, Rome, Ga.

The John Hancock "Signature," the agency bulletin of the John Hancock Mutual, in its current issues gives a reproduction of new home office building now in process of construction. The picture was taken from the top of a near by building. The main building when completed will be four stories high. The central structure or tower contains the elevator and a portion of each floor will be used for offices. The main structure surrounds the tower and is connected with it on four sides. The building is designed for additional stories to accommodate the company's growing business, up to the highest story in the tower.

D. M. MacFarland, who has been connected with the business department of the "Insurance Field" for a number of years, has purchased an interest in the "Insurance World" of Pittsburgh and will be associated with J. L. Bergstresser in publishing that paper.

"Editor & Publisher" of New York through Associate Manager Walter Sammis has put on a contest involving "My Cleverest Sale." Insurance men have a number of interesting sales stories and they are expected to join in the contest in a lively way. Mr. Sammis was formerly in the life insurance business and at one time was in the daily newspaper field in New York City.

Dr. Edward Novak has been appointed associate medical director of the Eureka Life of Baltimore. He was resident house physician in Johns Hopkins Hospital in 1917 and 1918. He was a lieutenant in the medical corps in the army for two years. At present he is dispensary physician at Johns Hopkins Hospital and attending physician at South Baltimore General Hospital.

At the annual meeting of the American Bar Association at Cincinnati last week, General Counsel William Bro-Smith of the Travelers and Thomas W. Blackburn, secretary of the American Life Convention, were elected members of the executive committee of the association. The executive committee consists of the president, secretary and treasurer of the association and eight other members, four of whom were elected this year.

Jesse R. Clark, president of the Union Central Life of Cincinnati, who has been ill for some time, has suffered a stroke of paralysis at his summer home at Harbor Point, Mich., and is in the hospital at Petoskey, his condition is serious. When the fact of Mr. Clark's illness became known at the National Association of Life Underwriters convention at Cleveland, resolutions prepared by a committee of which Charles J. Edwards was chairman, expressing the sympathies and good wishes of the delegates, were adopted.

President Clark is one of the notable figures in life insurance and has made a phenomenal success as head of the Union Central.

Dr. William Muhlberg, medical director of the Union Central, went to Petoskey to take charge of the case.

Mr. Clark has been president of the



JESSE R. CLARK
President Union Central Life

Union Central since 1906, and has been a prominent factor in its growth into one of the largest and strongest institutions of its kind in the country. He has been with the Union Central practically during his entire business career, having started as clerk and passed through the positions of cashier and treasurer to the presidency.

It was Mr. Clark's vision and foresight that planned the big building which now houses the company at Cincinnati.

Mr. Clark is a director of the First National Bank of Cincinnati.

Mr. Clark is a native Cincinnatian and is a graduate of Ohio Wesleyan University.

Thomas W. Blackburn of Omaha, secretary of the American Life Convention, attended the convention of the American Bar Association in Cincinnati last week. From Cincinnati he went to Cleveland to attend the National Life Underwriters' Association convention.

Frederick T. Crum, statistician of the Prudential, and for many years a prominent employee of the company, was drowned at a Maine summer resort Saturday. Mr. Crum was an authority on mortality statistics, particularly those relating to suicides, and had contributed a number of articles dealing with the general subject to the daily and the insurance press.

Bertrand C. Shaw, manager for the Mutual Life of New York at St. Louis, died suddenly last week at his home. Mr. Shaw was formerly state manager for the Mutual Life in the Dakotas, with headquarters in Sioux Falls, and has made a commendable record of production in the life insurance business.

THE VIRTUE OF PERSISTENCY

Persistency of purpose in a good cause is bound to have its reward. Coupled with intelligence, patience and tact, it is the keystone in the arch of successful insurance work. It means the normal operation of the law of average to which all consistent results in insurance soliciting can be traced.

Irrespective of this being the vacation period when many are out of town, business in general continues as usual in all lines and it is a mistake for any insurance man or woman to let down in their efforts to see a goodly number of live prospects each day.

Summer business is good but, like cold weather business, is only to be had if we exercise the same persistency in going after it.—Pittsburgh Provident L. & T. Bulletin.

MUTUAL LIFE OF ILLINOIS

HOME OFFICE
SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company

A Company of Service

Service to Policy Holders

Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State

Live Up-to-Date Policies

A few good openings for good live producers in Illinois. Correspondence Invited.

H. B. HILL, President

Service to Agents

G. C. ROCKWOOD, Vice-Pres.

Service to the Public

JAS. FAIRLIE, Vice-Pres. and Actuary

DR. J. R. NEAL, Sec.

Ordinary Life

Limited Payment and Endowments

A POINT IN YOUR FAVOR

The Grange Life is an opportunity for live agents. They have that opportunity of selling a policy lower in cost than many others and can still go into any community, confident in the knowledge that the protection they offer cannot be bettered nor the company they represent be outdone in service.

GRANGE LIFE INSURANCE COMPANY LANSING, MICHIGAN

N. P. HULL, Pres.

C. H. BRAMBLE, Secy. and Tress.

L. D. WALLINGTON, Supt. of Agents

THOMAS J. OWENS, President

DR. ALBERT SEATON, Vice-President and Medical Director

CLAUDE T. TUCK, Secretary

CENTURY LIFE INSURANCE CO., INDIANAPOLIS

Capital, \$200,000

NO ORGANIZATION EXPENSE

Surplus, \$100,000

All of the stock is held by a few substantial business men Managed by men experienced and familiar with all departments of Indiana who believe in the ability of the management to build a real life insurance company.

We offer agents experienced management, superior policy contracts, choice territory, progressive field and home office methods and an old-fashioned general agency contract that means money.

If you want to be affiliated with an institution that has real red blood in its veins—that has all the elements of growth and permanency—Tell us where you want to work

QUALITY INSURANCE—CHARACTER SALES MEN

Wanted—Specialty Salesmen—Wanted

Any Sure Enough Salesman, who has the proper Intestinal Equipment, who is "Four Square" and willing to work; can make not less than \$20,000.00 per year helping us to continue the breaking of all Life Insurance records.

Great opportunity for the men who can qualify!!

From May, 1919 to May, 1920, Twelve months—one year—we wrote Ten Millions Life Insurance. How? Let us tell you. We have the plans; we furnish the leads. If you can qualify, write or wire.

THE LIBERTY LIFE INSURANCE COMPANY OF KANSAS
TOPEKA, KANSAS

MR. AGENT!

Do you care for QUALITY, not SIZE? Age, Sound Experience. Low Cost, a Splendid Record for 70 years?

Then why not take a General Agency in its HOME STATE for

THE ST. LOUIS MUTUAL LIFE

OUR AGENTS AND POLICY HOLDERS
STICK! WRITE THE HOME OFFICE

Western States \$100,000 Club

The Western States Life of San Francisco will hold its \$100,000 Club convention, Sept. 8-10, at Catalina Island, in southern California. The winner of the coveted office of president of the club will not be disclosed until the opening session, as several members are close together in the race. The sessions will be given over to a few addresses, with a large portion of the time devoted to experience in the field and discussions. The entertainment features will be in line with the abundant facilities which Catalina affords.

P. J. Kearney, formerly cashier for Johnston & Burnett, general agents for the Aetna Life in Dallas, Tex., and later of the firm of McKnight, Carroll and Kearney, general agents at El Paso, died last week. Kearney was a former home office man sent west to regain his health.

LIVE MEN CAN DOUBLE THEIR INCOME SELLING OUR Monthly Pension Bonds

(Copyrighted)

Under Our Service Pension Contract

THE LA FAYETTE LIFE INSURANCE CO.

LA FAYETTE, INDIANA

W. W. LANE, Secretary

A. E. WERKHOFF, President

PAN AMERICAN LIFE INSURANCE COMPANY NEW ORLEANS, U. S. A.

CRAWFORD H. ELLIS, President

Total Resources Dec. 31st, 1920	-	\$ 8,742,060.93
New Insurance Paid for 1920	-	31,433,676.00
Insurance in Force	-	91,408,227.00

(Exclusive of amount Insured under Double Indemnity Provision)

THE PAN-AMERICAN WAY

IN KEEPING with the higher Ideals and Ethics of the business, the Pan-American does not seek to employ agents of other companies, but by interesting men of intelligence, character and clean record, instructing them by correspondence, and assisting them by the active co-operation of specially trained men, it has built up a field organization that is prosperous and contented.

What these agents are doing, you can do, if you have the will—the Pan-American Way is open to you.

Address E. G. SIMMONS, Vice-President & General Manager,
New Orleans, La.



The Prudential Insurance Company of America

Forrest F. Dryden, President

Home Office, Newark, N. J.

Incorporated under the Laws of the State of New Jersey

National Underwriter Want Ads Produce Results

One Inch, One Column wide one time \$3.75
Write, Wire or Phone to

The National Underwriter, 1362 Ins. Exch.
Phone Wabash 2764 CHICAGO

THREE RULES:

For twenty-seven years it has enforced a stringent *Anti-Rebate Rule*.

For twenty-three years it has observed a *No Brokerage Rule* which prohibits the acceptance of business from, or the payment of commissions to, other than an agent of the company. Exception only is made in the case of legitimate surplus business and then only from a licensed agent of another company upon an anti-rebate agreement from him.

For more than twenty-eight years it has adhered to its present *Civil Service Rule* which provides that all appointments to general agencies shall be made from those already connected with the company and otherwise qualified.

To the literal enforcement of these rules is attributed, in large part, the success, high character and the loyalty of the agency force of

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY



Milwaukee

Wisconsin

LIFE AGENCY CHANGES

HANDLE HOME OFFICE AGENCY

New England Mutual Advances Robert W. Moore, Jr., and Merle G. Summers to Important Posts

BOSTON, MASS., Sept. 6.—The New England Mutual Life's announcement that Robert W. Moore, Jr., and Merle G. Summers had been appointed general agents of the company in charge of the home office agency, to take effect Oct. 1, was received with much pleasure and satisfaction on the part of the Boston insurance fraternity and the company representatives in this part of the New England's field.

Mr. Moore is a son-in-law of Vice-President Appel and has been with the company since 1913, when he graduated from Colgate. He has made a fine record with the company and has been prominent in the Boston Life Underwriters Association and was last year the official representative of the National Association president for New England.

Mr. Summers graduated from Ohio State University and later from Harvard Law School, and started his insurance career with the Albert H. Curtis agency of the New England Mutual in Boston in 1914. He has within a few weeks distinguished himself by writing a million dollar policy on a Boston business man and a few months earlier placed a half million dollar policy.

Both are young, enthusiastic and popular and the company looks to the pair for some fine work for many years to come.

Illinois Life Promotions

The Illinois Life has announced several promotions among its staff. P. L. Sausser, auditor in the Chicago office, has been appointed supervisor of agencies. Edwin H. Faster, manager of the Decatur, Ill., district, who has been doing excellent work for three years, has been advanced to field superintendent and attached to the home office agency department. James E. Wroughton, of the Corn Belt agency, the Illi-

nios Life star producer who made such remarkable records last year in his country district, has been made associate manager of the Joliet, Ill., district.

Hillis C. Rhyan

Hillis C. Rhyan of Milwaukee, state agent of the Hartford Fire in Wisconsin, has resigned to become district manager of the Equitable Life of New York working under the Wisconsin state agency. Mr. Rhyan will have charge of six counties adjoining Milwaukee. He has had an ambition to try himself out in the life insurance production field for some time. When the very favorable proposition came from the Equitable he did not feel that he could refuse to accept it. He has been in the insurance business since he was 12 years old, having been associated with his father until he reached the age of 20. For the last nine years he has served the National Fire of Hartford, Niagara Fire and Hartford Fire in the Wisconsin field, achieving notable success. He served the Wisconsin Fire Prevention Association as vice-president.

C. W. Estes

C. W. Estes, vice-president and agency manager of the Southeastern Life of Greenville, S. C., has resigned to become state manager of the Shenandoah Life of Roanoke, Va., for South Carolina. Mr. Estes was one of the leading agents of the Southeastern Life 16 years ago. He became its leading personal producer and then its general agent. Three years ago he became vice-president and agency manager.

Frank W. Engle

Frank W. Engle has resigned as supervisor of agents of the New World Life at Peoria, to become field supervisor in Illinois for the Lincoln National Life.

"Billy" Sunday, Jr.

"Billy" Sunday, Jr., son of the well known evangelist, has gone into the life insurance business, representing the John Hancock Mutual Life at Detroit.

NEWS OF COMPANIES

Detroit Life—Its record of paid for business for the first seven months of 1921 is \$5,658,393, an increase of \$1,206,347 compared to the first seven months of 1920. Compared to the same period in 1919, this company shows an increase of \$3,050,672. This increase is 113 percent in two years. The Detroit Life officials are decidedly proud of this record. First, because there is an increase so substantially over 1920, and second, because the comparison with 1919 shows double the amount. New business written in July by the Detroit Life was \$788,217.

Kansas Life—Its semi-annual statement shows assets \$1,234,467; capital stock \$417,640; net surplus \$281,613; insurance in force \$12,262,000. It increased its insurance in force \$855,583; its assets \$110,698; its reserve \$93,534 and its surplus \$18,553.

West Coast Starts Convention

Thursday, Sept. 1, was "Insurance Day" with the California Development Association at a large luncheon at which Charles W. Helser, vice-president of the West Coast Life and vice-president of the Association, presided. Several hundred insurance men were in attendance at the meeting. The keynote of the gathering was the promotion of California insurance institutions. Gordon Thomson, vice-president and actuary of the West Coast Life, was the principal speaker of the day.

The event also served as a feature of the West Coast Life's Century Club convention, which opened the same day with a larger attendance than any previous year.

September 8, 1921

LIFE INSURANCE EDITION

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NEWS OF LOCAL ASSOCIATIONS

Chattanooga, Tenn.—The Chattanooga Underwriters Association held its regular meeting, the first since June, on Sept. 3. On motion of E. E. Brown, the Association decided to make an effort to secure the national convention of 1923 for Chattanooga.

J. V. Holdam, advertising manager of the Chattanooga Savings Bank, who has recently conducted a campaign of life insurance publicity through his bank, in an address on Thrift, referred to the tendencies of the American people towards extremes. He said that the nation never did anything by halves, and for this reason it was necessary to teach thrift as a happy medium between extravagance and miserliness.

Recognizing the importance of life insurance and its large place in the economic scheme of the country, he said his bank had been glad to conduct its recent campaign without any reference to the bank itself.

* J. E. Smart, president of the local association, expressed the association's appreciation of the work done by the Chattanooga Savings Bank, which he said would be very far reaching, and of untold assistance to local insurance agents.

A. S. Glover, district agent of Northwestern Mutual at Chattanooga, was another speaker, citing the benefits of constructive salesmanship.

* * *

Detroit, Mich.—The Detroit association held a special meeting last week just to boost attendance at the National Convention in Cleveland. John H. York, a member of the executive committee of the Cleveland association and one of the largest personal producers in that city, was invited to describe plans and preparations for the big insurance meet. He explained the program and urged the duty of every underwriter to hear such men as Will H. Hays and Harry Atwood.

Nathaniel Reese, president of the Detroit association, is making a special effort to increase the local membership and to interest local underwriters in the National Convention. It is understood

that the Detroit delegation plans to travel by steamer to Cleveland.

* * *

Dallas, Texas.—The North Texas Association is continuing to push its campaign for members. James B. Harris said this week the membership at the close of the drive just before the annual convention of the national association will show the Dallas organization to have the biggest membership in the Southwest. He said new members are being added daily and renewals are coming in nicely. Henry Camp Harris said all old members will be renewed and more than a hundred new ones added. The associations has set a membership of 800 as the goal.

* * *

California—The Northern California Association will hold the election for officers for the coming year and the following have been named as the members of the nominating committee which will report at the September meeting: Ray W. Crawford, Connecticut Mutual Life; R. Smale, Reliance Life; J. B. Duryea, Penn Mutual; Walter G. Eader, Equitable of Iowa; Milton Franklin, Guardian Life, and A. V. Bayley, of the Northwestern Mutual.

* * *

Oklahoma City, Okla.—Weekly luncheons of the Oklahoma Life Underwriters' Association, which have been discontinued during the hot months, will be resumed Sept. 17, according to C. E. White, president.

Life Agency Notes

R. N. Hodge has been appointed agency supervisor for the Southwestern Life at San Antonio, Tex.

E. R. Paxton of Stockton, Cal., has been appointed district manager in charge of five of the valley counties for the Fidelity Mutual Life.

W. F. Langley, who recently completed the course offered by the Equitable Life of New York, in its school of salesmanship conducted by Dr. Van Arsdall in At-

lanta, has located in Chattanooga, Tenn., where he will represent the Equitable. During the course, Mr. Langley led all other students in personal production.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literatures, Rate Books, etc., Supplementing the "Unique Manual-Digest," published annually in May at \$3.50 and the "Little Gem," published annually in May at \$2.00

National Life, U. S. A.

The National Life, U. S. A., has issued a new clause and rates to cover for the total and permanent disability benefits on its policies. The new clause is much more liberal and attractive than the old. There is now a waiting period of six months required, compared with the old period of one year and the new payments are one percent monthly instead of ten percent annually. There is a slight increase in the rate, to cover the additional benefits.

Koons Entertains

Superintendent H. W. Koons of the Western & Southern in St. Louis gave a lawn fete at his home on West Sullivan avenue to all of his staff and their families. The guests of the evening were Vice-President C. F. Williams, Louis Stentz, general supervisor of agencies, and Western Division Manager M. D. Schriber. The lawn was beautifully decorated for the occasion. The younger people enjoyed dancing until a late hour. During the evening the guests were invited to a splendid supper. Among the guests invited were Superintendent W. Klusmeier of St. Louis North, Superintendent H. Michell of Manchester, and Superintendent C. Catron of the East Side. A short address was given by Superintendent Koons, dwelling on his connection with the Western & Southern.

W. L. Dutton, who was for a number of years assistant secretary of the Great Northern Life, Wausau, Wis., this week becomes auditor of the Interstate Insurance Exchange, Milwaukee, of which Clifton Williams, city attorney, is secretary and manager.

WANTED

A General Agent for California

A life insurance Company having over \$100,000,000 of insurance in force and over \$10,000,000 of assets wants a general agent for territory in California. The following requirements are essential:

1. He must have had successful experience in the management of men.
2. He must have had life insurance experience.
3. He must have earned in the immediately preceding years at least \$6,000 a year in actual cash income.
4. He must have a reputation for unusual energy and integrity.
5. He must be a personal producer.

For the man who successfully meets all the requirements of this position the Company has an unusual offer for a contract direct with the home office.

Address "California," 62-Y, care of the Nat'l Underwriter.

More agents read *The National Underwriter* than any other weekly newspaper of insurance. There are reasons—plenty of them. Our subscribers know.

THE STATE LIFE INSURANCE COMPANY

INDIANAPOLIS

MORE THAN

TWENTY-ONE MILLION DOLLARS IN SECURITIES

Deposited with the State of Indiana for the
Sole Protection of Policyholders

PROGRESSIVE :: CONSERVATIVE

The Growth of Oak—The Solidity of Granite

On Agency Matters Address, CHARLES F. COFFIN, Vice-President

More Than 1 1/4 Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this company. A study of the following growth in ten years is invited:

	Jan. 1, 1911	Jan. 1, 1916	Jan. 1, 1921
Assets	\$ 5,614,764	\$ 10,279,663	\$ 22,885,957
Policies in Force	371,106	613,615	1,277,277
Insurance in Force	49,245,028	89,596,833	251,594,364

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois and Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President CINCINNATI, OHIO

Organized February 23, 1888

The Midland Mutual Life Insurance Company

OF COLUMBUS, OHIO

Dr. W. O. Thompson, President

H. B. Arnold, First Vice-Pres. and Counsel
Dr. E. J. Wilson, Vice-Pres. and Med. Director
J. D. Price, Vice-President
F. H. Huntington, Treasurer

G. W. Steinman, Secretary
C. G. Barratt, Asst. Secretary
J. L. Jones, Actuary
J. G. Monroe, Supt. of Agencies

THE TWIN CITY LIFE

Insurance Company

SAINT PAUL

MINNESOTA

**Insurance in Force, \$4,421,000
Surplus to Policyholders, 136,384**

Do you want to locate in the Northwest? We can offer you liberal contracts in Minnesota, North Dakota or South Dakota.

We are not trying to make a record for size, but we do write a nice clean business, combined with real service to our policyholders.

If your viewpoint and ours agree, we can do business with each other.

WRITE US

A. M. MIKKELSON, Secy.

J. IVAN RHEA, Supt. of Agents

RARE OPPORTUNITY

Two General Agency Openings
In the State of Montana

A splendid direct Home Office contract under which a profitable and permanent business can be established is waiting for the right man.

**THE COMPANY NOW HAS MORE THAN \$76,000,000
OF INSURANCE IN FORCE**

**The Minnesota Mutual Life Insurance Co.
ST. PAUL, MINNESOTA**

One SECRET OF OUR SUCCESS IS SERVICE We have a contract for you under which your income will be limited only by your activities

A REAL PROPOSITION FOR A REAL MAN

FEDERAL CASUALTY COMPANY, DETROIT, MICHIGAN

Cash Capital, \$200,000.00

V. D. CLIFF, President

WITH INDUSTRIAL MEN

NEWS OF PRUDENTIAL MEN

Agents in Many Sections Are Displaying a Keen Ambition to Obtain Substantial Results

An agent whose record gives splendid evidence of his exceptional insurance ability is George V. Teeling, of New York 8, of the Prudential. Mr. Teeling has been conducting an agency since Aug. 2, 1920, and ranks No. 18 in the field of industrial producers. His ordinary record is also very good and he looks carefully after debit conditions.

Assistant Henry Mehlman of Brooklyn 12 is alive to the opportunities of doing "big things" in ordinary this year, as he has just closed and issued a large "group" case.

As a reward for good work in the agency ranks, J. A. Prentiss and L. A. White have been promoted to the position of assistant superintendent in the Bangor, Me., and Pittsfield, Mass., districts, respectively.

The leader of the agency force of the Chester, Pa., district in Industrial is B. W. Anderson, who entered the Prudential service Feb. 7, 1921, without previous experience in selling insurance.

Agent J. B. MacMichael of Philadelphia 3 and W. G. Werderman of Philadelphia 12 are having a lively contest for Division "D" leadership in third quarter ordinary results.

The value of systematic straight canvassing has been proved by Agent John F. Kozminski of the Pittsburgh 4 district who leads his brother agents in that district in industrial increase. He has not had a weekly decrease charged against him this year.

Assistant Superintendent Don R. Whitten of the Chicago 5 district is one of the company's proud leaders in the industrial branch, being the runner up in Division J and ranking number twenty-fifth in the entire company.

Agent Orin L. Davidson, of the Joplin, Mo., district, has maintained a prominent position among the industrial leaders of Division L. From the beginning of the year to the present time he has shown a steady and substantial gain.

Peter Reid, formerly assistant superintendent at Berlin, N. J., detached from the Atlantic City district, has been transferred to the Orange, N. J., district in the capacity of special assistant superintendent.

Independent Agent Roscoe F. Page, Jr., who had served the company over 13 years in Peoria, Ill., died on Aug. 21, after a short illness.

Samuel Ritchie, formerly an assistant superintendent at Spokane, Wash., was recently advanced to the position of agency organizer at Walla Walla, Wash. Although his services with the Prudential covered only six years, he has proven a steady producer and a capable manager.

Soon after the new Industrial District was opened at Norfolk, Va., the middle of last April, two agents by the name of Jones, W. F. and M. S., no relation to each other, started straight canvassing. Each agent has had a large industrial increase every week, and what is even better, both have been reaching out and securing ample ordinary.

National Reinstated in Wyoming

The National Life of Vermont, the Wyoming license of which recently was revoked by Commissioner Forsythe because of the corporation's refusal to pay fees demanded by the state, has paid the \$97.13 demanded and been reinstated. The company informed the commissioner that it could overturn his revocation order by appeal to the courts, but that the amount involved was too small to make that course advisable.

E. A. Porter, formerly with the Indianapolis Life, has succeeded A. W. Larsen as actuary in the Indiana insurance department. Mr. Larsen has gone to Chattanooga, where he takes up actuarial work with the Volunteer State Life.

Life Insurance Registers—Nash Combined Application Register and Account Book. Most complete application register and account book compiled for life insurance agents. Price, \$1.40 each. THE NATIONAL UNDERWRITER, 1362 Insurance Exchange, Chicago, Ill.

ACTUARIES

DONALD F. CAMPBELL
CONSULTING ACTUARY

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Telephone Harrison 3348
CHICAGO, ILL.

MARCUS GUNN
CONSULTING ACTUARY

29 S. La Salle St. CHICAGO
Telephone, Randolph 7684

FRANK J. HAIGHT
CONSULTING ACTUARY

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Hubbell Building, DES MOINES, IOWA

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Premiums, Reserves, Surrender Values,
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JOHN E. HIGDON Actuaries & Examiners
JOHN C. HIGDON 600 Gates Building
Kansas City, Mo.

HOME LIFE INSURANCE CO.

NEW YORK

WM. R. MARSHALL, President

The 60th Annual statement shows admitted Assets of \$7,780,735 and the Insurance in Force \$185,755,819—a gain for the year 1919 of over \$27,000,000. The insurance effected during the year was over \$40,000,000, or 63% more than in the previous year. The amount paid to policyholders during the year was over \$4,388,000.

W. A. R. BRUEHL & SONS
General Managers
Central and Southern Ohio and Northern Kentucky
Rooms 601-606 The Fourth Nat. Bank Bldg.
CINCINNATI, OHIO

HOYT W. GALE
General Manager for Northern Ohio
228-233 Leader-News Building
CLEVELAND, OHIO

Some executives in need of salaried employees go on expensive prospecting tours; others let an ad of this size and appearance bring applications to them. One inch, one column wide, one time \$3.75.

The Columbian National Life Insurance Company

Boston, Massachusetts

ARTHUR E. CHILDS
PRESIDENT

Paid Life Insurance for
Year 1920 over
\$35,000,000.00

**Life, Accident and
Health Insurance**
Low Guaranteed Rates

**Eureka Life
Insurance
Co.**

OF BALTIMORE, MD.

Incorporated under the laws of
Maryland, 1882

We Issue
**Standard Ordinary and
Industrial Policies**

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President

JOSHUA N. WARFIELD, Jr.
Vice-President

JOSEPH H. LEISHEAR, Jr.
Secretary-Treasurer

J. HOWARD IGLEHART
Medical Director

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual Values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for low cost and care of interest of all members.

**The Penn Mutual
Life Insurance Company
of Philadelphia**

On January 1, 1909, Rates Were Reduced
and Values Increased to Full 3% Reserve.

200 SPECIALISTS GATHER THE IN-
FORMATION THAT APPEARS IN
The NATIONAL UNDERWRITER

Actuary L. A. Anderson's Comment on Endowment

ACTUARY L. A. ANDERSON of the Central Life of Des Moines writes to THE NATIONAL UNDERWRITER declaring that a statement that appeared in this paper is incorrect and misleading. It referred to the "perfected endowment policy" issued by the Columbus Mutual Life. Mr. Anderson takes exception to the following statement used in telling about these policies: "The criticism of the investment policy has been that in case of death the policyholder has paid considerably more than he should for his insurance and he gets no returns from the investment part." Commenting on this, Actuary Anderson says:

"This criticism has often been directed against endowment policies by persons who have not taken the trouble to inform themselves fully regarding the make-up of an endowment policy."

"Some years ago an article appeared in a prominent magazine suggesting a plan about as follows: that the policyholder purchase \$900 of one-year-term insurance from an insurance company and deposit \$100 (or as much less as the interest would allow) in a savings bank, that the second year he should purchase \$800 of one-year-term insurance and put another \$100 in a savings bank, the third year \$700 of one-year-term insurance and \$100 in the savings bank, and so on until he had \$1,000 saved up in the bank.

Explanation Is Made

"The purpose of the scheme was to avoid the alleged forfeiture of the reserve in case of death before the policy matured. The fallacy of the scheme lay in the fact that the author assumed that the insured is paying for \$1,000 of pure protection each year during the life of the policy. One has only to look up the reserve and cost tables to see that the regular endowment policy is built up exactly on the same theory as was advocated by the author of the article referred to, namely, that the insured pays only what it costs to carry the amount at risk year by year at his attained age, and that in case of death the amount at risk together with the reserve is paid to the beneficiary. The only difference is that the endowment policy, if the values have been computed by a competent actuary, are exact according to discount tables and the risks of death according to the mortality table.

"If you will look on page 254 of the Eighth Edition of 'Principles and Practice,' you will see how the cost of insurance decreases from year to year under the ten-year-endowment policy, and on the following pages you will see how it decreases on other endowment policies.

"I am calling your attention to this because I assume that you do not wish to have your valuable journal used in spreading unsound theories and to create prejudice against legitimate forms of policies."

Legal Section Speakers

Chas. B. Welliver of Indianapolis, chairman of the Legal Section of the American Life Convention, announces the speakers for the meeting to be held the first Monday and Tuesday of October in Indianapolis. The subjects have not been selected as yet, but the speakers are: C. Petrus Peterson, Lincoln, Neb.; L. L. Bomberger, Hammond, Ind.; William Ross King, Lincoln, Neb.; Wm. Marshall Bullitt, Louisville, Ky.; Andrew Christian, Richmond, Va.; Geo. Edgar Turner, general counsel of the Casualty Clearing House, Chicago.

Charles B. Cranston, who organized the Interchange Bureau of the Columbus Association of Credit Men and has been its manager for the last three years, has quit the Bureau and joined the staff of the Grizzell Insurance Savings System, prospectively as manager of its note and credit department, following a few months of intensive study of the life insurance business.

An Exclusive Life Reinsurance Company

THE REINSURANCE LIFE COMPANY OF AMERICA DES MOINES, IOWA.

Prompt Service

Full Coverage

Attractive Contracts

H. B. HAWLEY, President

F. D. Harsh, Secretary

FOR OVER SEVENTY YEARS

On August 1, 1851, the Massachusetts Mutual issued its first policy. From that day to this its constant endeavor has been to furnish the best possible life insurance protection at the lowest possible net cost. That it has succeeded is shown by the enviable reputation which the Company enjoys among those who buy insurance and among those who sell it. Efficient service and a square deal for everyone have been its watchwords for over Seventy Years. They will be its watchwords throughout the years to come.

JOSEPH C. BEHAN, Superintendent of Agencies
Massachusetts Mutual Life Insurance Company
Springfield, Massachusetts
Incorporated 1851

1867

1921

THE EQUITABLE LIFE INSURANCE COMPANY OF IOWA

RESULTS OF 1920

\$254,538,407.00 of Insurance in Force.
62,399,248.00 New Business in 1920 (paid for)

Sixty-nine per cent of all business written
since organization still in force.

For information address: Home Office, Des Moines

WANTED District Managers for Good Locations in Ohio

Write the Home Office for further particulars. Here's an opportunity
for a good man to get in on the ground floor with a progressive
young Ohio company.

THE GEM CITY LIFE INSURANCE CO.
DAYTON, OHIO

Are You Permanently Established?

Write for Territory
Pennsylvania—Ohio—West Virginia
PHILADELPHIA LIFE INSURANCE CO.
PHILADELPHIA

Great Southern Life Insurance Company

HOUSTON-DALLAS

"Texas' Hundred Million Dollar Company"

Has never issued a policy with

Double Indemnity
Premium Reduction
Coupons
Group Insurance
(No frills or trimmings)

Issues only

Plain, Simple Contracts
Full Reserve Values
(Cash, Paid Up or Extended Insurance)
Full Total Disability Benefits
Monthly Income Payments to Beneficiaries
in All Approved Forms.

We offer no inducements to agents except prompt service and fair treatment. All business conducted on strictly cash basis.

O. S. CARLTON, President, Houston
E. P. GREENWOOD, Vice-President, Dallas

The Goods --- Salesmanship

The Same Salesmanship will sell more if the thing sold is what the potential buyers want.

The Life Insurance company that appreciates present conditions will make its policies attractive.

The Farmers National Life Insurance Company has a Complete line of up-to-date policies that includes policies that can be written on any age from one day to sixty years; Policies that contain the Accidental Death Benefit without exceptions and the Monthly Income Total Disability Benefit; Monthly Income and Yearly Income Policies; Policies maturing as endowments at age 60 and at age 65; Child's Educational Endowment Policy; and "the two greatest ever" — the "Guaranteed Options" Policy and the "Complete Protection" Policy.

I can offer you as good territory as there is in Ohio, Indiana, Illinois, Missouri or Iowa. Write me — right now.

John M. Stahl, President

FARMERS NATIONAL LIFE INS. CO.

Farmers National Life Building

3401 Michigan Ave.

CHICAGO, ILL.

Agency Co-operation

through direct mail advertising is just one of the features which give Fidelity field men a distinct advantage. Last year we distributed 41,341 direct leads—all interested prospects who requested information. This service, and its original policy contracts, enabled Fidelity to show an increase of 28.35 per cent. in paid business last year.

Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$203,000,000. Faithfully serving insurers since 1878. A few openings for the right men.

FIDELITY MUTUAL LIFE INSURANCE COMPANY, PHILADELPHIA
Walter LeMar Talbot, President

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.00. The National Underwriter Company, 1362 Insurance Exchange, Chicago.

MEN AFFECTED BY THE INVESTMENT MARKET

Many Turn to Life Insurance as the Safest Plan Devised

CREATE PERMANENT FUND

Policyholders Have Seen the Necessity of Arranging for a Larger Amount of Personal Protection

NEW YORK, Sept. 6.—Life insurance men in this city say that the plight of the investment market during the last eight or nine months has had a very appreciable effect on the minds of people as to life insurance. Many men who have lost thousands of dollars by investment shrinkage say that they acknowledge that life insurance is the most permanent and satisfactory means that they know of to create an estate. It is always worth 100 cents on the dollar. It does not go up and it does not go down. The general agents declare that thinking men today feel that they must have a permanent background for their investments on which they can rely implicitly. In other words, notwithstanding the chances that an investor will take, he wants to feel that there is a certain sum on which he can rely at all times.

Have the Speculative Instinct

Most men have the speculative instinct in their nature. They want to accomplish more with their money than they can through medium of life insurance. However, they see the vital necessity of providing a substantial and unchangeable fund for the protection of their families. This, they say, can be done in no such satisfactory way as through life insurance. The investment market has been so changeable and values have been so greatly reduced that this point has deeply embedded itself in the minds of those who are interested in Wall street. The fact that Liberty bonds have gone below par has been another factor that has called attention to the permanency of life insurance as an investment, if it can be called such.

Great Faith in the System

There is greater faith in the old line life insurance system today than ever before. The fact that so few old line companies have failed while a multitude of banks, industries, financial institutions of all kinds and so on have failed and have proved an insecure investment only emphasizes the value of life insurance. There have been a number of old line life insurance companies that have gone out of business. The stockholders have lost considerable money. The policyholders have not lost. It is a very rare thing indeed where a policyholder of an old line life insurance company has lost anything by a company going into the hands of a receiver or reinsuring its business. The legal reserve maintained is sufficient to carry the policy on in another company.

Papers in the Strong Box

A life insurance man in commenting on this point today said, "We have all had experiences in looking over the papers left by someone who has died. We opened his safety deposit box and could not help but note the number of stock certificates that are valueless. The holder has invested in oil stock, mines of all sorts, companies organized to do this and that and many of them never amounted to anything. There are other cer-

"THE COMPANY OF CO-OPERATION"

DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family! Any plan, any age, either sex!

This is a service our men appreciate these days.

If it appeals to you, write
HOME OFFICE
DES MOINES (A-T Bldg.) IOWA

TERRITORY
IOWA **SOUTH DAKOTA**

YOUR NAME HERE

Advertising Pencils Build Good Will and Bring Results

Turn your prospects into customers and your customers into friends by presenting them with high-grade Advertising Lead Pencils, printed with your advertisement. No other advertising specialty costing so little money is so useful to everybody—so sure to be kept and used—so certain to make a favorable and lasting impression on the minds of those who get them. Samples and quotations on request.

An "Ad" in the hand is worth 2000 in the waste basket.

NORTH AMERICAN PENCIL WORKS
501 Plymouth Ct., Chicago, Ill.

FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet
"Suggestions for Increasing Your Income"

and would be pleased to send a copy to every
Life, Fire and Accident Agent in
Ohio, Illinois and Kentucky

The Accumulation Policy

is a combination of insurance and investment in a new sense.

Specimen Rate
Age 35.....\$31.90 per \$1000

The continued payment of the rate creates increasing benefits each year. As a seller it has no competition. Write us about it.

NATIONAL LIFE ASSOCIATION
Des Moines, Iowa

tificates whose value is more or less in doubt. They have all shades of securities in this strong box. They tell us that this man has been successful in some respects, but in others he has squandered his money foolishly. I wonder, however, how many old line life insurance policies have ever been found in strong boxes that were valueless. If the insured has kept up his premium payments there is no question as to the value of these documents. It is true that one may find policies of assessment companies and fraternals whose value is in doubt. I am speaking, however, of old line legal reserve life insurance policies. Whenever you find a policy of this nature in a strong box where the premium payments have been maintained, there is no question as to its value. Contrast this with the stock certificates of all sorts of concerns and it is a wonderful tribute to life insurance."

Use Investment Argument

Life insurance agents have been keen to use the present investment market as an argument for life insurance. Many men are not carrying an adequate reserve fund. They have been encroaching too much on the fund that was maintained for the protection of their dependents. Therefore, in the protection program to be mapped out by the expert life insurance man, it is up to him to figure just what should be the reserve in the way of life insurance that should be carried. In other words, the assured must figure out just how much in the way of monthly income will maintain his family in the way that he desires. The result is that there has been considerable readjustment in the financial program of thinking men. They have added considerably to their protection fund through life insurance because they have been impressed with the changing character of other investments. Now they feel safer and more confident. Even if they lose all the rest of their estate, they have the protection fund to fall back upon for the benefit of their dependents.

Banks Want Life Companies Cash for Customers

ST. LOUIS, MO., Sept. 6.—"We see many evidences of the fact that money is hard to borrow, and that certain classes of business men are having the greatest difficulty in financing themselves these days," said the vice-president of a southwestern life company recently. "The other day a St. Louis bank approached us with a novel proposition. It seems that this bank had been financing a number of independent oil-producing concerns in the southwest. The heads of the oil company were trying to borrow money from the St. Louis banks, but the bankers were disinclined to make the loan owing to a shrinkage in deposits. Accordingly, we were told that we would be given \$250,000 of life insurance, on the lives of the principal men connected with the oil companies, if, in turn, we would deposit \$250,000 with the St. Louis banks. We were told that we could have as much more life insurance as we care to write on the same basis. That is, for every \$1,000 of life insurance written, we were to make a deposit of an equal amount in the bank at St. Louis. In turn, the bank was to loan the money deposited to the oil men. I happen to know that this proposition was offered to a number of life companies, and that at least one St. Louis company has written \$200,000 of business in this manner. It is only an indication of the financial condition of some business men who have been hit rather hard by the depression."

Tact and Wit are much alike. Wit tells what to do and Tact does it.

Russell Ferguson, son of Will O. Ferguson, district agent for the Penn Mutual Life at Evansville, Ind., who has been in business with his father since his graduation at the University of Wisconsin last June, will go to Philadelphia in September to spend four months learning the details of the business at the home office of the Penn Mutual.

LIFE COMPANIES' SEMI-ANNUAL FIGURES (Filed With Georgia Department)

	Assets	Surplus	In Force	Income	Disbursements	Six Months
Guarantee Fund Life.....	\$ 4,561,673	\$3,285,375	\$142,373,500	\$1,212,159	\$ 794,458	
Indiana National	2,433,775	250,601	15,469,655	399,204	194,065	
Inter-Southern	6,506,622	810,538	59,536,428	1,045,319	677,999	
Maryland Life	4,220,791	285,750	16,774,321	341,777	269,087	
Missouri State	31,390,971	2,063,094	322,364,905	6,190,799	3,495,126	

ARE YOU THE MAN?

If you are the right man you would be interested in the proposition of one of the larger Canadian Companies, up-to-date in every way as regards policy and agency contracts, which now operates in Michigan, Ohio, Illinois and Pennsylvania and wishes to extend its operations in those States. For particulars

Address 49-L, Care The National Underwriter

Stating age, life insurance experience and other particulars of fitness.

1851

Seventieth
Anniversary Year

1921

BERKSHIRE LIFE INSURANCE COMPANY Pittsfield, Mass.

During this long span of years the Company has maintained a high reputation for fair and honorable dealing with policyholders and agents.

William D. Wyman, President
Winfield S. Weld, Supt. of Agencies

Great Republic Life Insurance Company LOS ANGELES, CALIFORNIA

Capital, \$500,000

Fully Paid

GREAT OPPORTUNITY FOR LIVE MEN

H. S. BRIDGEWATER
325-331 Title Guaranty Bldg.,
St. Louis, Missouri
Mgr. Missouri and Kansas

J. R. RAILEY
401 Dallas County State Bank Building
Dallas, Texas
Mgr. Texas and Oklahoma

W. H. SAVAGE, Vice-President and Agency Director

J. O. LIAGMAN, President

DR. ANDREW JOHNSON, Secretary

International Life & Trust Company

offers up-to-date contracts for good men.

Sohrbeck Building
MOLINE, ILLINOIS

The Farmers & Bankers Life Insurance Company

is an established fact — an integral part of the life insurance and financial activities of its Home State — Kansas — enjoying the confidence of the citizens of its neighboring states in which it is operating.

Fullest Co-operation with Agents

Home Offices, Wichita, Kansas

MUTUAL TRUST LIFE INSURANCE COMPANY

INSURANCE IN FORCE \$70,000,000
ASSETS \$ 6,000,000

FULL LEVEL PREMIUM RESERVES

Youngest Company in America to Discard Preliminary Term Valuations

A Strictly Mutual Company in which the Good Will of Responsible Agents Counts for 100%.

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HOME OFFICE—30 N. LA SALLE ST., CHICAGO, ILL.

YOUR CHANCE FOR SUCCESS

will be best—when you have behind you a Company so officered and organized that it assures active, intelligent and continuous cooperation in both the little and the big things that go to make success possible:

—when you have the best possible "working tools", complete coverage policies; simplified and freed of restrictions, and when you are associated with an experienced management that has understanding and sympathy for your problems; that stays with you and helps you work them out.

In six of the BEST and most solidly prosperous states of the Union you can connect with a Company that supplies these tools and gives you this backing.

Write TODAY to

NATIONAL FIDELITY LIFE INS. CO.

SIOUX CITY, U. S. A.

Iowa — Neb. — So. Dak. — Minn. — Okla. — Texas

The OHIO NATIONAL LIFE INSURANCE CO.

CINCINNATI

ALBERT BETTINGER, Pres.

WE desire to negotiate with a high class man for the State of Kansas. If you want a State Agency for Kansas and can convince us that you are really worth while, we will get behind you in a big way. If interested address

T. W. APPLEBY,
Secretary.

Chicago National Life Insurance Company

CENTURY BUILDING, STATE AND ADAMS STS.

JUST LICENSED BY ILLINOIS STATE DEPARTMENT

First 10,000 shares sold, over \$100,000 deposited
with State

WANTED: First class agency man: must
be of undoubted experience and ability

In Business Since 1862



Insures all classes of selected lives, issuing policies on the ordinary, intermediate and industrial plan at all ages. It also insures against total and permanent disability. Policies of the company are made secure by reserves maintained on the highest standard, with additional contingent reserves providing protection against all emergencies. Information and advice on any matter relating to Life Insurance is available at any time through the Agencies or Home Office of this Company.

HAVE "BANK" ALLIANCE

GARY NATIONAL LIFE'S PLAN

Agents of the Company Hold Their Annual Convention at Gary and Chicago

Senator C. L. Holmes, president of the South Side Trust & Savings Bank of Gary, Ind., and president of the Gary National Associates Company, which is a loaning company at Gary, announced at the convention of agents of the Gary National Life in Chicago that the life company will soon put out a policy that will appeal especially to savings depositors in banks. He said that banking connections will be arranged by the Gary National Life, which will be very attractive in the furthering of its interests. He said that the agents are interested in this move because it means the establishment of relations with banks in the territory in which the Gary National Life is operating and in this way the banks will throw considerable business to the company.

Agents Meet at Gary

The agents of the Gary National Life held a business meeting at the home office last Friday, the sessions being in the morning and afternoon. A luncheon was served at the Gary Commercial Club. The agents were then taken to Chicago and given a theatre party. A luncheon was given Saturday noon, over which President Wilbur Wynant of the company presided. Talks were given by Attorney H. W. Cook of Chicago, a director of the company; Dr. D. F. Campbell of Chicago, the consulting actuary, and C. M. Cartwright of THE NATIONAL UNDERWRITER.

President Wynant announced that the Gary National will have \$5,000,000 in force by the end of this year. He said that it is not attempting to cover a large territory. It is concentrating its work in a few counties in northern Indiana. It is extending its activities county by county. It will be a long while, remarked President Wynant, before the Gary National gets out of Indiana. He said that in some of the counties in northern Indiana where it is operating it is doing a larger business than any other company. Actuary Campbell called attention to the excellent laws of Indiana which require life companies of the state to put up their reserve with the state insurance department. In this way, Dr. Campbell said, it is impossible for a policyholder to lose his equity in his life insurance. His reserve is always intact.

Deducting Premiums In Case of a Debt

Question—If a corporation desires to take out life insurance in view of an obligation that it has incurred, can it deduct the premium in its income tax return?

Answer—Any person or corporation that takes out insurance specifically to cover a debt can make that deduction from the income tax returns. However, it must be shown that this insurance was taken out at the request of the creditor and has been assigned to him, with the note and other collateral. It is wise to have stated in the application for life insurance that this insurance is taken out for this specific purpose. Of course when the obligation has been met the premium can no longer be deducted.

A good job is like a revolving door; it isn't enough to get into it; you've got to keep on pushing.

It's an easy thing to criticize, but it's a devil of a job to create.

DIRECTORY OF LIFE INSURANCE

ILLINOIS

WYMAN & PALMER
General Agents for Illinois
BERKSHIRE LIFE INS. CO.
of Pittsfield, Mass.
105 So. La Salle
CHICAGO, ILLINOIS

The old line

Cedar Rapids Life Insurance Company of Cedar Rapids, Ia.

Wants three state agents for Central West

A Good Chance for Reputable Men

"SOMETHING NEW FOR AGENTS"

National American Life Insurance Company

Burlington, Iowa

"All that its name implies"

The



Agency Contract

Write for particulars.

Guardian Life

Home Office, Madison, Wis.

8c a week is the cost of The National Underwriter by annual subscription.

MODERN BUSINESS GETTING METHODS

Classifying People From Standpoint of Credit Man Found Valuable by Salesman at Milwaukee Formerly in Credit Field

BY LEONARD E. MEYER

JAMES A. FETTERLY, district agent of the Great Northern Life of Wausau at Milwaukee, and a recent recruit into life underwriting, was for many years a newspaper man and then managed the retail credit bureau and division of the Milwaukee Association of Commerce. Many newspaper men have entered the life insurance business and succeeded, on the basis of the peculiar and intimate information "about people" which the newspaper man only reaches—coupled, of course, with qualities of application, salesmanship and so on. It is perhaps rare, however, that a life man has behind him both newspaper experience and the "inside" that comes with being the manager of a retail credit bureau and an official of a national association of retail credit men. Mr. Fetterly's point of view with regard to selling life insurance was therefore sought out as offering infinite possibilities of interest to old as well as new underwriters.

Effect of "Hard"**Times on Business**

"In the first place," he said, "it will be of interest to the life underwriter at this very time, that credit students pretty well agree that when times are what is called 'hard' and 'tight,' the percentage of charge accounts to total volume of retailers goes up, but at the same time collections improve even a greater percentage, in proportion. There is a greater proportion of the buying done by the salaried man, the office man, teacher, etc. On the other hand, the day worker, the factory worker and others of similar occupation retrench, largely of necessity. These may be guide posts to the life man in mapping out his work and any change in the general directions of his endeavor and follow-up, as times change."

"In a way, every human worker is like the farmer, with cycles of good and bad times—short cycles or longer ones. It has been said that no efficient way has been developed of persuading the majority to work harder in good times and save, in order to meet the next cycle, the other swing of the pendulum. The application of this is double. It seems to me it is a key for the life man in directing his own work, as well as in looking out for prospects. The farmer works 16 hours in summer and about four in winter. When he has a crop of hay to harvest, he never stops till he gets it under cover. He must improve his opportunities to the utmost in order to get the advantage of a good average. Perhaps there may be also something in this to tell to the prospect when selling."

Savers Are Divided Into Two Classes

"There is one class of people which, as credit men know, will never save. A bit of money in their pocket seems to burn there until it is spent. Perhaps this class includes as much as 40 percent of all the people. This leaves about 60 percent who are savers, and these may be divided into two classes, those who like to save, even to miserliness, and those who save unwillingly only because they know they are likely to grow sick or meet with accident or something of that kind."

"These people don't like to save, don't want to save, but do save to a limited extent. This is perhaps 40 percent of

the whole, leaving 20 percent who are regular, habitual savers."

"This no doubt will be news to many people, and it may serve to change the thoughts of some life men in their methods and direction of effort."

Large Element Saves From Habit and Education

"It is not by any means to be said that the 20 percent class is the best for the life underwriter who does a general, public business. A few of this class are misers. A sort of an instinct that drives people to collect birds' eggs and postage stamps runs through them, or a part of them. However, the largest proportion is saving because of habit and experience and education. They are thoughtful and pessimistic enough to see that bad times may come."

"There are people of the type who enjoy leaving a package unopened, or a letter unread until they are all through with their work and everything else. You will find them among the 20 percent, too, together with the others described. You can't hurry them. To sell them anything, one must simply bide his time."

"Everyone, however, would like to be well to do. Many believe it is impossible."

Most Men Learn Only From Own Experience

"A striking thing is that very, very few people will learn from the experience of others. They say that they can and should, but they do not. They refuse to apply anything until they learn through their own experience. This has probably been the secret of some of the discouraging experiences of the life insurance man, and perhaps he hasn't known that secret and so could not make plans and preparations to cope with the problem."

"It suggests itself here that perhaps the next best thing is to illustrate, if not give an actual experience, of some one who is very close to the prospect, thus making him virtually feel for himself as if he had the experience. Of course there is an ever-growing accumulation of experience that is being used, from generation to generation. In former

times the life man had to sell the whole idea of life insurance. He has greater advantages today."

Dangerous Doctrine of Having Good Time Now

"There is a dangerous doctrine abroad, that people should have a good time and have a lot of it right now. This may be met with, when talking to the prospect's wife and daughters. But everyone preaching this fallacy knows in his or her heart that it is half truth. There must be a time in such a solicitation when it is opportune to talk 'turkey' on that subject, and get the name on the dotted line."

"As the credit man often changes the practices of a poor risk by showing him that he is endangering others, and making higher living costs for others by not paying his obligations, when due, so it seems to me the life insurance man can use the mental imagining of the nonsaver vs. the saver, and the former's responsibility toward the latter."

Young People Slower to Become Independent

"Another fact developed by credit men, which will be of interest to life insurance writers is that young people become independent of parental aid at a much later age than in olden times, and an increasing number of them fail ever to become independent."

"No credit man will consider anyone 100 percent self-supporting and independent until that person is earning enough to live on, saving enough to provide for accident, sickness, old age and bad times. Inversely, unless he is self-supporting he must be supported by others—those who have earned and saved, and have earned and saved an extra amount beyond their own needs. Forty percent of all the people belong to the self-supporting class, 40 to the non-self-supporters and 20 percent must support themselves and the 40 percent who are not self-supporting."

"It is also interesting that this 20 percent, as a rule, usually develop their powers to a much greater extent than any other class, and from this come the captains of industry and the great constructive minds."

"Classifying people in these and other ways helps the work of the credit man, and it ought to help the work of the insurance man. As to applying the information and study (of which the foregoing is only a skeleton of a small part of the whole) that is of course a matter for the individual agent."

SIDE LINES SAP ENERGY

FROM MUTUAL LIFE POINTS

HERE are far too many full-time representatives of life insurance companies who are daily sapping their productive power by picking at side lines. Especially is the young man prone to wander from the high road. He sees what looks like a little easy money hanging on the bushes as he passes along, and he stops here and there to climb and pluck the alluring fruit. There is next to none to be had without climbing, and climbing consumes energy and time. If the actual energy and time expended in the climbing and plucking were all, still would the reward be incomensurate. But there is a larger loss."

The side-line man cannot help, while attending to his regular work, thinking about where the next bush-climbing will be and planning how he shall overcome such obstacles as may show themselves. While he is doing his

bush-thinking his mind cannot be concentratedly planning his regular work, and, moreover, all planning involves the use of mental and nervous energy. And so, for easy berries on the way-side bushes, he consumes an amount of energy and of time which if used in his regular work would, either immediately or eventually, give him a far greater profit, in money and in reputation and in position in the business world.

That's the universal experience of men since before the time of Adam. That's the verdict of the great successors and of the great losers alike. And the young man who believes that he is different, and that he is capable of making an exception to the law of concentrate and succeed, is foolish and is headed toward failure. Life insurance is big enough and profitable enough and exacting enough for the all of any man.

Meet Prospect on His Own Ground, Advice of Star New York Producer

J. H. SACKEN, one of the star producers in the New York metropolitan department of the Manhattan Life, bases his success upon the ability to meet his prospect upon his own ground. He believes that the only result of furnishing the layman with a mass of statistics, technical terms and flowery circulars is confusion and the ultimate loss of a sale.

Mr. Sacken has been in the insurance business ten years, having been pulled from the selling of subscriptions for a periodical by an insurance agent whom he was attempting to sell. With no selling education, nothing with him but a rate book and his business cards, he spent some weeks in turning door knobs—that is what his work covered until he learned by the route of hard knocks to "tell him that if he dies, we pay. If he lives, we pay. That is all there is to the life insurance argument."

His experience is summed up in these words:

"Forget all that talk about reserves, dividends, actuarial methods and the like. It does not get you anywhere and it is all 'bunk' as far as the prospect is concerned. Talk to a man in his own language, so that he will understand. Drive home the idea what life insurance will do for him, whether he lives or dies. Circular letters are also all 'bunk.' They do not accomplish anything, and yet most new agents will invariably attempt to secure prospects through their use. To learn how to meet the prospect on his ground may take some time, but it is worth it. It took me ten years."

International Life Gives Definition Of Policy Dividend

THE International Life of St. Louis has brought out a new discussion of dividends in life insurance so far as application to policyholders is concerned. It will be interesting to read its conclusion on the subject. It says:

"The word dividend has been so generally used describing a refund of the excess portion of a life insurance premium that even insurance men have ceased to regard it in its true meaning.

"What is a dividend? Webster defines it as a share. In business life it is legally and generally understood to be a definitely apportioned share in earned profits. Many states make it unlawful to pay dividends not earned.

"An overcharge, partially or wholly refunded at any future period, is not in any sense a dividend. But the International Life officers have discovered a way by which they can pay real dividends to policyholders. These dividends are actually earned by the policyholders' money. The company is required to make the reserve earn $\frac{1}{2}$ per cent in order to pay the policy.

"In actual experience the company earns much more. Other companies writing non-participating policies regard this as their profit. The International Life regards it as a profit that should be shared with the policyholder. It is a real dividend—a share in the profits earned by the policyholders' own money."

HUGH CHALMERS says: "Courtesy costs nothing and yet it pays bigger dividends to the man or woman who possesses it than any other requisite they have."

Child's Endowment originated with us and has met with such favorable reception that we wish to extend its benefits. It can be carried as a separate line. Independent Adult Department of—

"Child's Endowment" Department.



We issue all standard forms of Life Insurance Policies. Every policy protected by Deposit of Full Legal Reserve with the State of Iowa.

Security Mutual Agents are successful WHY?

The reasons are many

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We can give good men good territory

If you are interested, address
C. H. Jackson, Supt. of Agencies

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The OHIO STATE LIFE
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Operating OHIO, IND., KY., MICH. and W. VA. Write Columbus

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Life Insurance Company of Virginia
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Oldest, Largest, Strongest Southern Life Insurance Company
Issues the Most Liberal Forms of Ordinary Policies from \$1,000.00 to \$50,000.00
and Industrial Policies from \$12.50 to \$1,000.00

Condition on December 31, 1920:

Assets.....	\$ 24,143,510.56
Liabilities.....	21,803,452.41
Capital and Surplus.....	2,340,058.15
Insurance in Force.....	207,301,719.00
Payments to Policyholders.....	1,983,096.17
Total Payments to Policyholders Since Organization.....	\$25,823,269.97

John G. Walker, President

THE PERFECT PROTECTION POLICY OF THE RELIANCE LIFE

gives you something absolutely new and different to talk to your prospects. Gives you a chance to earn more money than you are now making.

Our Life Insurance Contracts contain the most up-to-date clauses known to the Insurance World. The Accident and Health gives full protection for at least a third less cost than regular casualty companies. Our agency contracts are as liberal as can be made.

WRITE AND WE WILL TELL YOU MORE ABOUT OURSELVES

Reliance Life Insurance Company of Pittsburgh Farmers Bank Building Pittsburgh, Pa.

VALUE OF INSPECTION SERVICE

P. C. H. Papps of the Mutual Benefit Points Out the Advantages of the Practice

FREQUENTLY life insurance agents make complaint of the inspection service of a company. Some do not appreciate the value of this department. They are inclined to think that the company should take an applicant on the recommendation of the agent and the medical examiner. Mathematician P. C. H. Papps of the Mutual Benefit in commenting on the subject says that there are some agents that resent a company insisting on an inspection report in connection with every application. These agents declare that inspections are valueless and say that the fee paid the inspector is not sufficient to compensate him for taking the time to make a report that is of any value. These agents declare that they know the applicant far better than the inspector. Mr. Papps in commenting on the situation says:

"We have abundant evidence in the home office to show that we have been saved many and many a bad risk solely by means of the inspection service. When we hear of the death of a man quite prominent in his locality in a political way and on looking up the application find that we had declined the case on account of habits, when we find that the agent protested most strenuously against the company's action, condemning as untrue the reports which we had received, we are forced to realize that, no matter how honest the agent may be, the inspectors, no matter how little they may be paid, are at least in some cases able to give us better information than our own agent, for in the case referred to the applicant, whom we declined, had died in delirium tremens.

"A few months ago we were forced to decline a \$100,000 application. A few weeks afterwards the agent who presented the case was in our home office and when we gave the agent, in a confidential way, a synopsis of the information, which we had, the agent was entirely satisfied with the company's action and did not wish to make any further attempt to secure any other evidence as to the applicant's habits.

"Within the past ten days we have received a report of the death of a man whom we declined to insure about a year ago, due to his habit of drinking rather more than he could comfortably carry and driving his automobile at a dangerous rate of speed when in that condition. The applicant met his

death through the overturning of his car.

"Our agents should realize, as the majority of them do, that letters from the leading men in the community are not of any real value as evidence of an applicant's good habits, if we have information to the contrary from some reliable source. The fact that an applicant's habits may prove to be quite different from what the soliciting agent supposes them to be is perhaps good evidence of the standing of the agent in the community. Undoubtedly, if a man of sufficient standing in the community to warrant his being a prospect for insurance is indulging in habits not in accord with our standards, such an applicant will be sufficiently concerned about his reputation to see to it that the leading men in the community are the last to hear of his questionable habits.

"In the last number of the paper published by the company handling our inspections, a record is given which should be of interest to all our agents. From the records of the company it appears that in the year 1920 there was only one error made in their office out of every 2,238 reports. The accuracy of the report was questioned only once out of every 577 reports. It is quite a delicate matter to secure the information required in the inspection reports and yet there was only one complaint about the methods employed in getting the information out of every 4,225 reports. Where there is an undue delay in receiving the inspection reports, the companies complain to the inspecting company. It may be thought, judging by the complaints which some agents make in a general way, that there would be many such complaints lodged with the inspecting company. Their records show that they had only one complaint of delay out of every 5,697 reports. The company attributes this splendid record regarding delays to the cooperation of the general agents of the different companies in giving proper identification data on the application blank."

MEDICAL DIRECTOR

Medical Director, with exceptional educational and professional qualifications and 20 years' insurance experience, wishes to associate himself with a good life company. Will be glad to correspond with any company interested.

Address 61-X,
Care The National Underwriter.

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SACRAMENTO, CALIFORNIA

Insurance in force \$38,782,271 Assets in excess of \$4,200,000
Capital and Surplus \$684,153.80

Splendid opportunity for ambitious, energetic Insurance Salesmen to represent our Company in California and Texas Territory

Write J. R. KRUSE, Vice-President and General Manager

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Incorporated 1899

PROTECTION FOR THE ENTIRE FAMILY

This Company issues all modern forms of policy contracts from age 3 months next birthday to 60 years. Industrial policies are in full immediate benefit from date of issue. Ordinary policies contain a valuable Disability clause and are guaranteed by State Endorsement.

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